

THE
CARTER CENTER



Memorandum

To: July 22nd Meeting Participants

From: Lei Ellingson
Assistant Director

Date: 15 July 1999

Subject: Meeting Documents

Enclosed are 1) an updated list of meeting participants for the July 22nd meeting on the Surgeon General's Report on Mental Health and 2) brief biographies for each participant. These are the final versions of both. We are very much looking forward to seeing you at The Carter Center.

Please contact me if you have any questions about this communication.

LAE:vt

THE
CARTER CENTER



Participant Biographies
The Surgeon General's Report on Mental Health
The Carter Center
July 22, 1999 10:00 a.m. – 4:00 p.m.

ELAINE BALDWIN

Chief, Public Affairs and Science Reports Branch
Office of Communications and Public Liaison, NIMH

Elaine Baldwin is Chief, Public Affairs and Science Reports Branch, and Public Liaison Officer, Office of Communications and Public Liaison, National Institute of Mental Health, where she manages media relations, publications, and education programs targeting the public and medical and mental health professionals. She directs the NIMH Anxiety Disorders Education Program (1996-Present), directed the Panic Disorder Education Program (1992-1996), and assumed responsibility for the Depression Education Program in December 1997. She served as acting director of the NIMH Office of Scientific Information, September 1997-June 1998. From 1984-1991, She worked in the Office of Communications, National Institute of Allergy and Infectious Diseases, with responsibilities for science writing, media relations, and professional education activities on AIDS and other infectious diseases and immunologic disorders. She has a M.Ed. in Counseling Psychology and 15 years experience as a counselor, dormitory head, and dean at an independent coeducational boarding school in New England.

VIRGINIA TROTTER BETTS, MSN, JD, RN, SAAN

Senior Advisor on Nursing and Policy
Office of Public Health and Science

In February 1998, Virginia Trotter Betts was appointed the Senior Advisor on Nursing and Policy to the Secretary and Assistant Secretary of Health. She is the immediate past president of the American Nurses Association, having served two terms (1992-1996). She has been involved in health care as a clinician, administrator, educator, researcher, and policy activist. Ms. Betts is a psychiatric nurse and an attorney and comes to the Department of Health and Human Services from her prior positions as an Associate Professor of Nursing and as a Senior Research Associate and Associate Research

Professor at the Institute for Public Policy Studies at Vanderbilt University. She is a founding partner of Health Futures, a health consulting firm specializing in utilizing health professionals to address complex issues inherent in the health care delivery system.

A graduate of the University of Tennessee, the Vanderbilt School of Nursing, and the Nashville School of Law, she is one of only twelve nurses to have been chosen for the prestigious Robert Wood Johnson Health Policy Fellowship. Ms. Betts led the ANA and the nursing profession during the national debate on health care reform from 1992-1994. Additionally she has frequently represented the U.S. internationally on health issues. In May 1993, she was named Special White House Delegate to the 46th World Health Assembly; in September 1995, she was a member of the U.S. delegation to the Fourth World Health Conference on Women in Beijing; and in May 1996, she served as a delegate to the 49th World Health Assembly, taking an active role in the World Health Organization's Resolution on Nursing and Midwifery. From 1991-1996, she was the U.S. representative to the Council of Nurse Representatives (CNR) of the International Council of Nurses.

In 1995, she was appointed by the President to serve on the Military Health Care Advisory Committee. At the conclusion of her term as ANA President, she served as Senior Health Advisor to the Clinton/Gore Reelection Campaign. In 1998 she received ANA's Distinguished Member Award. She is the author of scores of articles on nursing, health care, and health law and has given hundreds of presentations on health care issues to nursing, health, and community audiences across the country.

THOMAS H. BORNEMANN, ED.D., RADM
Deputy Director
Center for Mental Health Services, SAMHSA

Dr. Bornemann is the Deputy Director of the Federal Center for Mental Health Services (CMHS), a component of the Substance Abuse and Mental Health Services (SAMHSA) in the U.S. Department of Health and Human Services (DHHS).

One of DHHS' leading experts in the area of migration and mental health, Dr. Bornemann formerly served as Chief of Refugee Programs in the Office on International and Refugee Health.

His exemplary service to individuals seeking safety in the United States began in 1978 when he participated in the development of a crisis intervention program for Southeast Asians in California. Later, he directed the development and implementation of an inpatient program for Cubans from the Mariel boatlift of 1980. He also has established a mental health clinic for Haitians.

In 1985, Dr. Bornemann worked on the development of a nationwide Refugee Assistance Program/Mental Health Initiative along with the U.S. Office of Refugee Resettlement.

From 1988 to 1993, Dr. Bornemann served as Director of the Federal Refugee Mental Health Program – first at the National Institute of Mental Health (NIMH) and then at CMHS. Dr. Bornemann also served as a consultant to the Disaster Medical Assistance Team to help residents cope with the destruction and emotional devastation left by Hurricane Andrew in 1992 and the San Francisco earthquake in 1989.

In 1995, at the request of the National Security Council, Dr. Bornemann served as the Team Leader of the *Consultation and Evaluation Team* which examined the mental health needs of Cubans at Guantanamo Bay, Cuba.

During September 1997, Dr. Bornemann was a Principal in formulating the bilateral agreement with Russia on disaster mental health, under the Gore-Chernomyrdin Commission, in Moscow, Russia.

Dr. Bornemann and staff from CMHS received Vice President Al Gore's Hammer Award in December 1997, for the National Performance Review-Federal Interagency Team of the Comprehensive Community Mental Health Services for contributions to building a Government that works better and costs less.

A leading lecturer and author, Dr. Bornemann joined forces with the American Psychological Association in April 1994 to publish *Amidst Peril and Pain: Understanding the Mental Health and Well-being of the World's Refugees*. He is a Commissioned Officer in the U.S. Public Health Service, holding the rank of Rear Admiral, Assistant Surgeon General.

One of the Center's most decorated officials, Dr. Bornemann received the Outstanding Service Medal in both 1983 and 1993. Also in 1993, he was selected by the Surgeon General to receive the Stanley J. Kissel, Jr. Award for exemplary leadership, outstanding achievement, and dedication to duty.

Dr. Bornemann holds teaching appointments at Johns Hopkins University in the School of Hygiene and Public Health and the Graduate Program in Counseling.

TOM BRYANT, M.D., J.D.

Chairman

Non-Profit Management Associates, Inc.

Member, The Carter Center Mental Health Task Force

Tom Bryant, trained as both physician and attorney at Emory University, chairs the organizational management firm he founded, Non Profit Management Associates, Inc., in addition to conducting a part-time, health-related law practice. He is also the Chairman of the Aspirin Foundation of America, Inc.

Dr. Bryant began his career in Washington at the end of the Johnson administration when he directed the Emergency Food and Medical Services Program of the Office of Economic Opportunity, and continued as the Director of the Office of Health Affairs of the OEO, directing programs designed to improve the health of poor Americans.

After leaving the federal government, Dr. Bryant became the first President of the Drug Abuse Council, Inc., a research and public education organization, and then became a partner in the New York law firm of Webster and Sheffield.

In 1977, he was named by President Carter as Chairman and Executive Director of the President's Commission on Mental Health, where he began a long association with Rosalynn Carter, which continues to this day as a member of both The Carter Center Mental Health Task Force and the Rosalynn Carter Institute for Human Development at Georgia Southwestern College in Americus, Georgia.

ANDREW BURNES

Founder

Burness Communications

Andrew Burness is the founder of Burness Communications, a Washington, D.C. – area firm that provides public relations support to nonprofit organizations in the United States and abroad. Since 1986, his company has served more than 180 organizations. These include several of the nation's largest and most respected foundations; public and private universities; science and health associations; and international organizations, such as UNICEF, the World Bank, and a number of the world's leading agricultural research centers.

His firm provides a range of services including media relations, publications writing and production, conference organizing, and strategic planning.

Mr. Burness holds a Bachelor of Arts from Duke University and a Masters in Business Administration from the University of Maryland. Before starting his firm, he was liaison with the public and primary spokesperson for the Robert Wood Johnson Foundation, the largest private health philanthropy in the United States. Prior to that, Mr. Burness served as public information officer for the President's Commission on Medical Ethics. He was

also a legislative assistant for health and education policy in the U.S. House of Representatives.

Mr. Burness has written articles on issues in public policy for various publications, including *The Washington Post*, *The Journal of the American Medication Association*, and *Foundation News*. He also has lectured at the Columbia School of Journalism, the University of Chicago, Duke University, the University of Texas, and Ohio State University.

Mr. Burness serves on the Board of Visitors of the Georgetown University School of Nursing and on the Board of the Montgomery County Public Schools Educational Foundation.

ROSALYNN CARTER

Chair

The Carter Center Mental Health Task Force

Former First Lady Rosalynn Carter has been a driving force in the field of mental health throughout her public service career. She was a member of the Governor's Commission to Improve Services to the Mentally and Emotionally Handicapped when her husband Jimmy was governor of Georgia. As active honorary chair of the President's Commission on Mental Health during President Carter's administration, she helped bring about passage of the Mental Health Systems Act of 1980.

Today, she continues her leadership through The Carter Center in Atlanta. Founded by President and Mrs. Carter in 1982, the Center is dedicated to improving the quality of life for people at home and in the developing world through programs in health, democracy and development, and urban revitalization. Mrs. Carter is Vice Chair of The Carter Center Board of Trustees.

In 1985, she initiated the Rosalynn Carter Symposium on Mental Health Policy, which brings together representatives of mental health organizations nationwide to focus and coordinate their efforts on key issues. Since then, annual symposia held at The Carter Center have investigated such topics as mental illness and the elderly, child and adolescent illness, family coping, financing mental health services and research, treating mental illness in the primary care setting, and stigma and mental illness. Responding to the need for local collaboration, she instituted in 1996 an annual Georgia Mental Health Forum for professionals and consumers statewide.

The Carter Center Mental Health Task Force, chaired by Mrs. Carter and comprised of individuals in a position to affect public policy, meets quarterly to identify policy initiatives and set the agenda for The Carter Center Mental Health Program and annual symposia. Program staff work year-round to sustain the momentum of the symposia and to unify professionals in various mental health disciplines.

Mrs. Carter also chairs the World Federation for Mental Health's Committee of International Women Leaders for Mental Health, a global coalition of 44 first ladies, royalty, and heads of state. Formed as a catalyst through which the expertise and influence of these prominent women could be channeled, the committee's goals are to raise awareness about mental health issues, to identify and prioritize related needs in individual countries, and to implement appropriate actions. Under Mrs. Carter's leadership, this prestigious group meets periodically to continue its work to improve mental health worldwide.

Through the Rosalynn Carter Institute (RCI) at Georgia Southwestern State University, established in her honor at her alma mater, Mrs. Carter addresses the concerns of those who take care of people suffering from mental illnesses and other chronic illnesses and long-term disabilities. Both professional and family caregivers benefit from RCI programs to improve coping skills and foster greater emotional and physical well-being. As a result of research conducted at the RCI, Mrs. Carter published in 1994 *Helping Yourself Help Others: A Book for Caregivers* co-authored with Susan Golant.

Following on the success of her caregiving book, Mrs. Carter again teamed up with Susan Golant to write *Helping Someone with Mental Illness: A Compassionate Guide for Family, Friends, and Caregivers*. Building on her 25 years' experience in the field, Mrs. Carter discusses the latest treatments and research generated from her symposia and in consultation with the major mental health organizations in the United States. She also addresses how best to help those with illnesses such as depression, schizophrenia, manic depression, panic and anxiety disorders, and obsessive-compulsive disorders by being an effective, compassionate caregiver and advocate. *Helping Someone with Mental Illness* was selected as the winner of the 1999 American Society of Journalists and Authors Outstanding Book Award in the service category

Mrs. Carter has received many honors and awards for her support of mental health causes including the Volunteer of the Decade and "Into the Light" awards from the National Mental Health Association, the Dorothea Dix Award from the Mental Illness Foundation, and the Nathan S. Kline Medal of Merit from the International Committee Against Mental Illness. She is an Honorary Fellow of the American Psychiatric Association.

KATHLEEN GARDNER CRAVEDI

*Deputy Director, Office of Communications and Public Liaison
National Library of Medicine*

Ms. Cravedi is the Public Liaison Officer and Deputy Director of the Office of Communications and Public Liaison at the National Institutes of Health's National Library of Medicine in Bethesda, Maryland. The Public Liaison Officer serves as the chief advisor to the Director and senior staff on public liaison affairs and is primarily responsible for developing media-based communications programs to inform health professionals, academia, the scientific community, and the public about NLM resources, projects, and activities.

Ms. Cravedi has had a distinguished career in health care policy formation and communications having served as the Staff Director and Deputy Staff Director of the U.S. House Select Committee on Aging's Subcommittee on Health and Long Term Care under the chairmanship of the late Congressman Claude Pepper and former Congressman Edward Roybal. During her service in the Congress and on the Subcommittee (1975-1993), Ms. Cravedi directed, planned, and supervised communication campaigns and investigations into such issues as elder abuse, frauds against the elderly, age discrimination in employment, among others. She served as the co-director of the Congressional Conference on Cancer and Aging, and the first Congressional Conference on Mental Health and the Elderly with honorary co-chairs former First Lady Rosalynn Carter and the late Congressman Claude Pepper. Notable congressional achievements during Cravedi's directorship include the creation of two new Institutes of Health, NIH's National Center for Biotechnology, protections against abuses in the sale of medigap insurance to the elderly, and protections against age discrimination in both the public and private sector, among numerous others.

Following her service with the Congress and prior to joining the NLM, Ms. Cravedi served as the Director of the National Association for Home Care's "HealthRIGHT," a grassroots coalition of health, aging, and youth advocacy organizations supportive of comprehensive health care reform. She was responsible for developing over a dozen congressional briefings chaired by former HHS Secretary Arthur Flemming, and attended by First Lady Hillary Clinton and the leadership of the House and the Senate.

While with the National Library of Medicine (1996-Present), Ms. Cravedi has planned, directed, and managed numerous communication campaigns, including the launch of free MEDLINE with Vice President Al Gore and Senators Arlen Specter and Tom Harkin, the launch of Internet Grateful Med on the World Wide Web with Senator Bill Frist, and the launch and evaluation of MEDLINEplus and the Consumer Health Public Library Pilot initiative with former Speaker Newt Gingrich.

Ms. Cravedi has her undergraduate degree from the University of Montana in Missoula, Montana and her M.S. from The American University in Washington, DC. She is the author of numerous articles and Congressional reports.

LISA R. DAVIS, M.B.A., M.P.A.

Associate Communications Director

AARP

Lisa Davis is Associate Director of Communications at the American Association of Retired Persons. She came to the Association as Director of Media Relations in November 1996.

Prior to coming to AARP she was the National Deputy Press Secretary for the Clinton/Gore '96 Re-election Campaign. In that capacity, she served as a spokesperson and helped manage national and state press activity.

Before joining the Clinton/Gore Re-election Campaign, Lisa worked as Press Secretary for the Democratic Leadership Council and its think tank, the Progressive Policy Institute where she was responsible for all proactive and reactive media activities. She also has served as Staff Director of Communications and Professional/Public Services at the American Bar Association and Director of Communications for the National Bar Association.

Lisa graduated from Howard University with a Masters in Business Administration and a Masters in Public Administration. Her undergraduate degree is in Communications Studies from the University of North Carolina at Greensboro.

SUSAN E. DUBUQUE

President and Co-founder

MSI Marketing • Advertising • Public Relations

Ms. Dubuque is the President and co-founder of MSI Marketing • Advertising • Public Relations, a Richmond-based healthcare marketing and advertising firm. Prior to starting MSI in 1984, Ms. Dubuque was the Director of Marketing and Public Relations for Mary Immaculate Hospital, Newport News, Virginia and the CEO of the Puller Vocational Center, Gloucester, Virginia.

Ms. Dubuque is a frequent lecturer and trainer for health care providers and associations such as the American College of Healthcare Executive and the Society for Healthcare Strategy and Market Development – having made more than 500 presentations of topics including marketing, advertising, accountability, focus group facilitation, physician relations and communications skills.

She is an affiliate professor for the Graduate School of Health Care Administration at VCU the Medical College of Virginia.

Ms. Dubuque publish two books on childhood depression – *A Parent's Survival Guide to Childhood Depression* and *Kid Power Tactics for Dealing with Depression*. She is the founder of the Green Ribbon Power Force, a national campaign to generate awareness of childhood depression.

Ms. Dubuque holds a Bachelor of Arts degree in Psychology from East Stroudsburg University, East Stroudsburg, Pennsylvania and a Master's degree in Counseling from Lehigh University, Bethlehem, Pennsylvania.

MARY JANE ENGLAND, M.D.

President

Washington Business Group on Health

Member, The Carter Center Mental Health Task Force

Mary Jane England, M.D., is President of the Washington Business Group on Health. In addition to her work with WBGH, Dr. England served as the National Program Director of the Robert Wood Johnson Foundation's Mental Health Services Program for Youth which funds comprehensive home-and-community-based services for young people with serious mental, emotional, and behavioral disorders. Dr. England serves on the Executive Committee of The Health Project and is chair of the advisory committee for the Robert Wood Johnson Foundation's program, Making the Grade: School-Based Clinics. Dr. England also sits on the Board of Directors for Allina Health System in Minnesota. In 1995, Dr. England served as president of the American Psychiatric Association and is past president of the American Medical Women's Association. She also served on the Board of Overseers for the U.S. Department of Commerce's Malcolm Baldrige National Quality Award, and currently serves on the DHHS Substance Abuse and Mental Health Services Administration National Advisory Council and the National Institute of Mental Health Advisory Council. She currently serves on the President's Quality Forum Planning Committee.

Prior to joining the Washington Business Group on Health, Dr. England was Vice President of Group Medical Services at The Prudential Insurance Company of America from 1987-1990. Before joining Prudential, Dr. England was Associate Dean and Director of the Lucius N. Littauer Master in Public Administration (MPA) Program at the John F. Kennedy School of Government, Harvard University. A psychiatrist with a M.S. from the Boston University School of Medicine, Dr. England received her psychiatric training at University Hospital in Boston and Mt. Zion Hospital in San Francisco, and completed a child and adolescent psychiatry fellowship at Boston University-Boston-City Hospital Child Guidance Clinic. She is Chair of the Board of Visitors of Boston University School of Public Health and a member of the Board of Visitors of Boston University School of Medicine.

Dr. England holds honorary degrees from Boston University, Regis College, the Massachusetts School of Professional Psychology, and the University of Texas. She is also a recipient of the 1995 Boston University Distinguished Service to the Community Award.

ROBERT EPSTEIN, PH.D.

Editor-in-Chief

Psychology Today Magazine

Robert Epstein is Editor-in-Chief of *Psychology Today* magazine and University Professor at United States International University in San Diego. He is also the founder and Director Emeritus of the Cambridge Center for Behavioral Studies in Massachusetts and Adjunct Professor of Psychology at San Diego State University. Dr. Epstein is the host of *Psychology Today's* nationally syndicated radio program. He has published seven books and more than 80 articles, and he conducts laboratory research on the creative process. His most recent books include *Stress Management and Relaxation Activities for Trainers* (McGraw-Hill, 1999), and *The New Psychology Today Reader* (Kendall/Hunt, 1999).

He earned his Ph.D. at Harvard University in 1981.

LAURIE R. GARDUQUE, PH.D.

Senior Program Officer

The John D. and Catherine T. MacArthur Foundation

Member, The Carter Center Mental Health Task Force

Dr. Garduque is a senior program officer in the MacArthur Foundation's Program on Human and Community Development. Her primary responsibilities focus on activities in mental health policy and child and youth development.

Dr. Garduque joined the Foundation in 1990 after serving as the director of the National Forum on the Future of Children and Families, a joint project of the National Research Council and the Institute of Medicine. From 1984 to 1987, Dr. Garduque was the director of governmental and professional liaison for the American Educational Research Association in Washington, DC, working on Federal legislative and regulatory issues affecting the conduct and support of educational research. From 1983 to 1984, she was a Congressional Science Fellow in the U.S. Senate.

Between 1980 and 1983, Dr. Garduque held a faculty position as an assistant professor in human development at the Pennsylvania State University. She received her bachelor's degree in psychology and her doctorate in educational psychology from the University of California at Los Angeles.

JOHN J. GATES, PH.D.

Director of Programs

Collaborative Center for Child Well-being

John J. Gates, Ph.D., is currently the Director of Programs at the Collaborative Center for Child Well-being. He came to this position after serving as Director of the Mental Health Program at The Carter Center from 1993-1999. Prior to his work at The Carter Center, Dr. Gates was Deputy Superintendent at the Georgia Mental Health Institute (1990-1993). From 1983-1990, Dr. Gates served as Director of the Division of Mental Health, Mental Retardation and Substance Abuse for the Georgia Department of Human Resources. He was Superintendent of Central State Hospital at Milledgeville, Georgia from 1978-1983. Dr. Gates also held various positions at Central State Hospital including Deputy Superintendent, Unit Director, Clinical Director of Psychology and Director of Psychology Internship Program (1969-1978).

Dr. Gates served as Assistant Professor in the Department of Psychology at Queens College of the City University of New York from 1967-1969. He was a Post Doctoral Research Fellow in the Bureau of Child Research, University of Kansas and Parsons State School and Hospital (1966-1967).

He is a member of the American Psychological Association. Dr. Gates is a Fellow, Past Treasurer, and Secretary for the Georgia Psychological Association. He is a member of the Board of Directors for the Rosalynn Carter Institute for Human Development, the National Mental Health Association, the World Federation for Mental Health, and Compeer Atlanta. Dr. Gates is a First Life Member of the Mental Health Association of Georgia, and he is President of Community Friendship, Inc..

Dr. Gates received his Ph.D. from Florida State University in 1966.

GEORGE GERBNER, PH.D.

Dean Emeritus and Bell Atlantic Professor of Telecommunication

Temple University

Rosalynn Carter Fellowships for Mental Health Journalism Advisory Board

Dr. Gerbner was Professor and Dean of The Annenberg School for Communication, University of Pennsylvania from 1964 through 1989. Since that time he has been an independent researcher and teacher, with appointments as Visiting Lecturer, University of Athens, Greece; Distinguished Visiting Professor, American University, Washington, D.C.; Visiting Professor, University of Budapest, Hungary; Visiting Professor, Salesian University, Rome, Italy; Distinguished Visiting Professor, American University, Cairo, Egypt, and Visiting Professor, Temple University, Philadelphia.

Before joining the University of Pennsylvania, he taught at the Institute of Communications Research, University of Illinois; the University of Southern California; El Camino College, Torrance, Cal; and John Muir College, Pasadena, Cal. His U.S. and international research projects have been supported by the National Science Foundation

and the National Institute of Mental Health, the Administration of Aging, the International Research and Exchanges Boards (IREX), the President's Commission on the Causes and Prevention of Violence, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the Screen Actors Guild, the U.S. Commission on Civil Rights, the Robert Wood Johnson Foundation, and other organizations.

He was executive editor of the quarterly *Journal of Communication* and chair of the editorial board of the *International Encyclopedia of Communication*. He has also served on the staff of the *San Francisco Chronicle* and other newspapers. During World War II, he served in the 541st Parachute Infantry (101st Airborne) and the Office of Strategic Services (OSS). He received a field commission and the Bronze Star for service behind enemy lines.

Recent publications include: *Invisible Crises: What Conglomerate Media Control Means for America and the World* (Westview, 1996). "TV Violence and What to Do About It," *Nieman Reports*, Fall 1996. "Television Violence: The Power and the Peril," in *Gender, Race, and Class in Media: A Critical Text-Reader*, (Sage, 1995). "Instant History: the Case of the Moscow Coup," in *Political Communication*, 1993. "Casting and Fate: Women and Minorities on Television Drama, Game Shows, and News," *Communication, Culture, and Community* (The Netherlands: Bohn Stafleu van Loghum, 1995). *The Global Media Debate: Its Rise, Fall and Renewal* (Ablex, 1993). *Triumph of the Image: The Media's War in the Persian Gulf, A Global Perspective* (Westview, 1992). "Stories that Hurt: Tobacco, Alcohol, and Other Drugs in the Mass Media," in *Youth and Drugs: Society's Mixed Messages*, U.S. Government Printing Office, 1990.

Born in Hungary, Dr. Gerbner came to the United States in 1939, received his B.A. from the University of California and his M.S. and Ph.D. from the University of Southern California.

HOWARD GOLDMAN, M.D., PH.D.

Scientific Editor, Surgeon General's Report on Mental Health
Co-Director, Institute of Psychiatry and Human Behavior

Howard H. Goldman, M.D., Ph.D., is Professor of Psychiatry at the University of Maryland School of Medicine, where he is the Director of Mental Health Policy Studies and the Co-Director of the Center for Mental Health Services Research. Dr. Goldman received a joint M.D. – M.P.H. degree from Harvard University in 1974 and a Ph.D. in social policy research from the Heller School at Brandeis University in 1978, while completing a residency in public psychiatry in a unique NIMH training program.

Dr. Goldman is a Commissioned Officer (inactive reserve) in the U.S. Public Health Service, having served as Assistant Institute Director at NIMH from 1983-1985. Over the past twenty years he has worked on three "national plans" for services and research

produced by the NIMH. A great deal of his time is spent in editorial roles: Currently, he serves on the editorial boards of *Psychiatric Services*, *Health Affairs*, and the *Journal of Behavioral Health Services and Research*. He served previously on the editorial boards of the *American Journal of Psychiatry* and *Evaluation Review*. Dr. Goldman also edits a textbook, *Review of General Psychiatry*, now entering its 5th edition.

Dr. Goldman has received awards in mental health services research from the American Public Health Association, the American Psychiatric Association, and the Cecil Sheps Center for Health Services Research at the University of North Carolina at Chapel Hill. He has given the Emily Mumford medal lecture at Columbia University and the Lundbeck lecture in Sweden. He consults to public and private organizations on mental health care in the United States, the United Kingdom, and Sweden.

MICHAEL GREENWELL

Associate Director for Communications

National Center for Chronic Disease Prevention and Health Promotion

Centers for Disease Control and Prevention

Michael Greenwell presently serves as Associate Director for Communications for CDC center, coordinating health communications in such areas as cancer prevention and control, diabetes, cardiovascular disease, and nutrition and physical activity. He is responsible for media relations, speech writing, editorial services, technical information services, and the implementation of effective strategies for communicating chronic disease prevention and health promotion messages, both directly to the public and through partnerships with states, national voluntary organizations, and professional and academic organizations.

Prior to joining the CDC, Mr. Greenwell served as Public Affairs Specialist for the Agency for Toxic Substances and Disease Registry in Atlanta. He served as an agency spokesperson for the U.S. Public Health Service agency headquartered in Atlanta, Georgia from 1990-1996. He was responsible for all media relations of the agency, dissemination of press releases, and public information publications. He was also responsible for training professional staff (physicians, toxicologists, epidemiologists) in effective communication skills, and in conducting interviews.

From 1988-1990, Mr. Greenwell served as the public affairs director for the regional Department of Health and Human Services office responsible for Child Support Enforcement, Aid to Families With Dependent Children, Refugee Resettlement, and Job Opportunity programs. Mr. Greenwell also served in various management positions in a three-state area (St. Louis, Missouri; Omaha, Nebraska; Kansas City, Missouri) for the Social Security Administration.

Mr. Greenwell received his B.A. from the University of Missouri in Communication Studies, and is presently completing a Masters of Arts in Communications.

JESSIE C. GRUMAN, PH.D.

Executive Director

Center for the Advancement of Health

Jessie C. Gruman, Ph.D., has served as the Executive Director of the Center for the Advancement of Health since its founding in May, 1992. The Center was established by the John D. and Catherine T. MacArthur Foundation and the Nathan Cummings Foundation to promote a view of health that recognizes the influence of psychological, social, behavioral, and environmental factors on health and illness. The Center's mission is to integrate this view into the national health research agenda and health care delivery.

Dr. Gruman came to the Center from the National Cancer Institute where, from 1988 to 1992, she was project officer for the American Stop Smoking Intervention Study for Cancer Prevention (ASSIST), a policy-oriented national demonstration project. Prior to government service, Dr. Gruman was National Director of Public Education for the American Cancer Society (1986-1988) and manager of the health promotion program at the corporate headquarters of AT&T Communications (1984-1986). She received a B.A. from Vassar College and a Ph.D. in social psychology from Columbia University.

NOEL GUNTHER, J.D.

Vice President, Program Productions

WETACOM

Noel Gunther is Vice President of The Learning Project at WETA-TV-FM, the public broadcasting station in Washington, DC. His television and radio documentaries have won numerous national awards. He is executive producer of the public TV series *Exploring Your Brain* with Garrick Utley. He co-produced one-hour radio programs on depression (with Mike Wallace), addiction (with Pat Summerall) and child development (with Judy Woodruff) for the public radio series *Gray Matters*. He has written articles for *The New York Times*, *The Washington Post*, and *The Los Angeles Times*, among others. Gunther is a graduate of Yale University and Harvard Law School.

CARRIE HARMON

*Director of Public Information/Press Secretary
The Carter Center*

Carrie Harmon joined The Carter Center in 1987 as director of public information and press secretary to former President Jimmy Carter. Today, she oversees a staff of eight who are responsible for providing media relations, publications, community relations, and related communications services to the Center. Ms. Harmon acts as spokesperson for President Carter and the nonprofit Center, which is committed to resolving conflict, fighting disease, and promoting human rights worldwide.

Prior to joining The Carter Center, Ms. Harmon was publicity manager at Random House publishers in New York. Other professional experience includes advertising account management and newspaper and magazine reporting.

Ms. Harmon holds a M.A. in English Literature from Georgia State University, a B.A. in Journalism from the University of Oregon, and is a graduate of the Stanford Publishing Institute. She is an active member of several community organizations and the recipient of numerous professional awards, including The Public Relations Society of America's highest honor, the Silver Anvil.

JOHN HEAD

*Editorial Associate
The Atlanta Constitution
1999-2000 Rosalynn Carter Fellow for Mental Health Journalism*

John Head was born and grew up in Jackson, GA. He earned a journalism degree from Georgia State University in Atlanta. During more than 20 years as a journalist, he has worked as a reporter or editor at *The Detroit Free Press*, *The Atlanta Journal*, *The Atlanta Constitution*, and *USA Today*. His professional experience also includes stints as director of communications for the city of Atlanta, press secretary to Mayor Maynard Jackson and as a lecturer in the Department of Communications at Georgia State University. Currently, he is a member of the editorial board and a columnist for the *Atlanta Constitution*.

He is the author of the book *We Were the Land's: The biography of a Homeplace*, which recounts his efforts to keep his grandparents' farm in the family, restore their house and learn the history of the land. As a recipient of a 1999-2000 Rosalynn Carter Fellowship for Mental Health Journalism, he will write a book about mental health services and minority communities.

STEVEN E. HYMAN, M.D.

Director

National Institute of Mental Health

Dr. Hyman is Director of the National Institute of Mental Health (NIMH), part of the National Institutes of Health (NIH). The NIMH conducts and supports research in diverse scientific disciplines and at multiple levels of analysis in pursuit of its mission: To general knowledge needed to understand, treat, and prevent mental disorders and promote mental health.

Under Dr. Hyman's leadership, the NIMH assigns high priority to research in molecular biology and genetics of brain function; in cellular, behavioral, and cognitive neuroscience; and in behavioral research. Dr. Hyman has reorganized NIMH to reorient basic science research around the Institute's clinical and public health mission. Thus, an emphasis on translational research encourages scientific collaborations and the effective use of technologies, such as neuroimaging, to move new knowledge quickly into clinical applications. Research on childhood mental disorders has assumed new prominence and NIMH is aggressively promoting large clinical trials focused, for example, on new treatments for bipolar disorder and on the most appropriate uses of new antipsychotic medications in treating schizophrenia. Also receiving heightened attention is research on the outcomes of mental health treatments in actual practice settings and mental health service system needs in a changing health care environment.

Dr. Hyman continues to direct an active research program located on the NIH campus in Bethesda, Maryland. His laboratory focuses on how the neurotransmitters dopamine and glutamate produce long-term changes in brain function by altering the expression of genes in the striatum and nucleus accumbens, brain regions that are involved in the control of motivated behavior and implicated in the action of both antipsychotic medications and drugs of abuse.

Dr. Hyman received his BA from Yale in 1974 (summa cum laude); his MA from the University of Cambridge in 1976, where, as a Mellow Fellow, he studied the history and philosophy of science; and his MD from Harvard Medical School (cum sum laude) in 1980. He was a medical intern at Massachusetts General Hospital (MGH), a psychiatric resident at McLean Hospital, and a clinical fellow in neurology at MGH. His postdoctoral training in molecular biology was in the Laboratory of Howard M. Goodman, also at MGH. At Harvard Medical School, Dr. Hyman was Professor of Psychiatry and was also Director of Psychiatry Research at MGH. He served as first Director of Harvard University's Interfaculty Initiative in Mind, Brain, and Behavior, a program that brought together faculty from Harvard's diverse schools to focus on clinical and policy issues in the light of modern brain research. In addition to his scientific writings, Dr. Hyman has authored and edited several basic and clinical textbooks.

CELINDA LAKE

President

Lake Snell Perry and Associates

Celinda Lake is President of Lake Snell Perry and Associates, a research-based strategy firm. Lake is one of the Democratic Party's leading political strategists, serving as tactician and senior advisor to the national party committees, dozens of Democratic incumbents and challengers at all levels of the electoral process, and democratic parties in several Eastern European countries and South Africa. Lake and her firm are known for cutting edge research on issues including the economy, health care, the environment, and campaign finance reform. They work for a number of institutions including the AFL-CIO, AFSCME, Sierra Club, Planned Parenthood, Human Rights Campaign, Emily's List, the PEW Foundations, and the Kaiser Foundation. Lake is a pollster for *U.S. News and World Report*.

Lake is one of the nation's foremost experts on electing women candidates and on framing issues to women voters. *American Politics* calls Lake a "super-strategist or, better yet, the Godmother," and *Working Woman* says she is "arguably the most influential woman in her field." In past election cycles, Lake served as pollster for many candidates at all levels of government, including Governor Gary Locke of Washington state, the first Asian-American Governor in the country; Blanche Lambert Lincoln, the newly elected Senator from Arkansas; Mary Landrieu, the first woman Senator from the South elected in her own right; Patricia Madrid, the first Hispanic woman Attorney General in New Mexico; and the historic victory of Carol Moseley-Braun, who is the first African-American woman to be elected to the United States Senate.

During the 1992 election cycle, Lake oversaw focus group research for the Clinton/Gore campaign and served as a general consultant throughout the campaign.

Prior to forming Lake Snell Perry and Associates, she was partner and vice president at Greenberg-Lake. Lake has served as political director of the Women's Campaign Fund. She also has been Research Director at the Institute for Social Research in Ann Arbor, Michigan, and Policy Analyst for the Subcommittee on Select Education.

Lake, a native of Montana, holds a Masters degree in Political Science and Survey Research from the University of Michigan at Ann Arbor, and a certificate in political science from the University of Geneva, in Geneva, Switzerland. Lake received her undergraduate degree from Smith College in Massachusetts.

BOB MEYERS

President

National Press Foundation

Rosalynn Carter Fellowships for Mental Health Journalism Advisory Board

Bob Meyers was appointed president of the National Press Foundation in 1995. He joined the foundation in 1993 as director of its Washington Journalism Center, one of the oldest professional development organizations in the country. He became vice president of the foundation in 1994.

Prior to joining the foundation, Meyers was director of the Harvard Journalism Fellowship for Advanced Studies in Public Health. He is a former reporter for *The Washington Post*, a former Assistant City Editor at *The San Diego Union*, and the author of two books. The first, "Like Normal People" (1978), is the story of his mentally retarded younger brother and his efforts to achieve a more normal life. Set against the background of worldwide changes in the field, the book became an ABC-TV "Movie of the Week" (1977). His second book was "DES: The Bitter Pill," the story of a widely-used anti-miscarriage drug that didn't work and became a legal, social, and pharmacological nightmare.

As a journalist, he has been honored by the San Diego County Medical Society (1989) and the American Medical Writers Association (Mid-Atlantic division) (1984), among others. He has spoken on fairness and balance in American news processes to Mideast journalists and Russian journalists visiting the U.S.; appeared at conferences on medical benefits and risks in Frankfurt, Germany; directed a panel on business and health issues, in Washington, DC; and spoken at a United Nations conference on developmental disabilities, on a French national panel concerned with disabilities, and before legislative and policy groups concerned with development disabilities around the country. He has been interviewed on television and radio by Larry King, Bob Levey, Tom Snyder, Phil Donahue, Mary Alice Williams, etc. He was educated in the New York City public schools, and holds a B.A. degree in English literature from UCLA (1965). He was a Visiting Fellow at the Center for Health Communication at the Harvard School of Public Health in 1987-88.

JACK NELSON

*Chief Washington Correspondent
Los Angeles Times*

Jack Nelson has been the Chief Washington Correspondent for the *Los Angeles Times* since 1996. Prior to that position, Mr. Nelson was the Washington, D.C. bureau chief from 1975-96. He has also been an investigative reporter (1970-75), and the Atlanta bureau chief (1965-1970) for the *Times*. Before moving to the *Los Angeles Times*, Mr. Nelson was a staff writer for the *Atlanta Constitution*, and a reporter for the *Biloxi (Miss.) Daily Herald*.

Mr. Nelson won a Pulitzer Prize in 1960 for a series of articles exposing irregularities in the world's largest mental institution at Milledgeville, Georgia. He also won the Drew Pearson Award for Investigative Reporting in 1975.

In addition to Mr. Nelson's responsibilities as a correspondent, he has authored several books, including his most recent, *Terror in the Night (The Klan's Campaign Against the Jews)*, which was published in 1993. Mr. Nelson also appears frequently on radio and television programs.

He is a Member of the Council on Foreign Relations; the Gridiron Club; the Visiting Committee, University of Maryland School of Journalism; and the Visiting Committee, University of Miami School of Journalism.

Mr. Nelson was a Nieman Fellow in politics, history, and public administration at Harvard University. He received his undergraduate degree in economics from Georgia State College.

RICHARD O'CONNOR, PH.D.

Northwest Center for Family Services and Mental Health

Richard O'Connor is the author of *Undoing Depression* (1997) and the forthcoming *Active Treatment of Depression*. A practicing therapist for twenty years, he uses his own experience with depression as a tool to help him teach recovery to others. He received his M.S.W. and Ph.D. from the University of Chicago, followed by postgraduate work through the Institute for Psychoanalysis and the Family Institute of Chicago. He practiced in the inner city and suburbs before moving to rural Connecticut, where he has been director of a nonprofit community mental health program serving Litchfield County. He maintains a private practice and is heard as a commentator on mental health for NPR's "Marketplace."

JODY POWELL

*Chairman and Chief Executive Officer
Powell Tate*

As Powell Tate's chairman and chief executive officer, Jody Powell has been instrumental in creating one of Washington's most dynamic and respected public relations firms. Under his leadership, Powell Tate has grown to more than 100 employees and has a client roster that includes many of the nation's prominent corporations, trade associations, and nonprofit organizations. One of Washington's most respected public affairs communicators, Jody is directly and daily involved in client work.

From 1987 until 1991, Jody was chairman and chief executive officer of Powell Adams & Rinehart. During that period, PA&R more than quadrupled in size. Prior to his joining PA&R, Jody was a syndicated columnist with the *Los Angeles Times Syndicate* and news analyst for ABC News. From 1977 until January 1981, Jody served as press secretary to President Jimmy Carter.

Jody attended the U.S. Air Force Academy, received a bachelor's degree in political science from Georgia State University, and completed coursework for a combined M.A./Ph.D. in political science at Emory University in Atlanta.

THE HONORABLE ROBERT D. RAY

*Former Governor, State of Iowa
Co-chair, National Leadership Coalition on Health Care
Member, The Carter Center National Advisory Council*

A noted leader on national health care issues, Mr. Ray currently serves as co-chair of the National Leadership Coalition on Health Care and as Chairman of the National Advisory Committee on Rural Health. He is also a member of the President's Commission on Consumer Protection. Mr. Ray has been a U.S. Representative to the United Nations, as well.

As of May 15, 1999, Mr. Ray retired as President of Drake University in Des Moines, Iowa. An Iowa native, Mr. Ray recently served as interim mayor of Des Moines. In addition, he was Governor of Iowa for 5 terms between 1969 and 1983. In that office, he established the Governor's Commission on Health Care Costs, which provided the blueprint for many cost containment measures. He was also chairman of the National Governors' Association and chairman of the Educational Commission of the States. Mr. Ray led the Iowa Sesquicentennial commission and is currently chairman of Legacy 150, an institute focused on civility and character development within the State.

In his business career, Mr. Ray was President and Chief Executive Officer of IASD Health Services Corporation (Blue Cross and Blue Shield of Iowa) until his retirement in January 1997. Before joining Blue Cross, he was President and Chief Executive Officer of Life Investors, Inc. (AEGON, Inc.), a major insurance and financial services company. For 14 years before his election as governor, Mr. Ray was a partner in a Des Moines law firm. He is presently a member of the Iowa Business Council and sits on the boards of the Maytag Corporation and IES Industries.

An Army veteran, Mr. Ray earned degrees in business and administration and law from Drake University. He is the recipient of honorary degrees from 17 colleges and universities. He serves as chairman of the board of governors of Drake University and is a trustee for the Herbert Hoover Presidential Library.

Mr. Ray has received numerous awards for charitable and civic activities, including the National Volunteerism Award, the Variety Club of Iowa Humanitarian Award, membership in the Iowa Business Hall of Fame, and Drake University's Distinguished Service Award.

DAN RUTZ

Senior Medical Correspondent

CNN

Dan Rutz is co-managing editor and senior correspondent for CNN's Health Unit. He supervises the medical unit's production of three weekly half-hour shows: *Parenting Today*, *On the Menu*, and *Your Health*. In addition, he oversees the production of "News from Medicine" reports, which air daily on CNN.

Mr. Rutz also manages the largest health/medical unit in broadcast television. CNN's Health Unit has twice been honored with the Journalism Award of Excellence from the American College of Emergency Physicians, and the American Heart Association's Howard W. Blakeslee Award. They also have won the Public Service Award of the American College of Obstetrics-Gynecology and the National Kidney Foundation Award for their coverage of kidney diseases.

PATRICIA A. RYE, J.D., MSW, CAPT
Managing Editor
Surgeon General's Report on Mental Health

CAPT Rye is a career Public Health Service officer who serves as the Managing Editor for the Surgeon General's Report on Mental Health. Before joining the Center for Mental Health Services (CMHS), she worked on a number of inter-Departmental initiatives for the Center for Substance Abuse Treatment with the Department of Justice. CAPT Rye was also the Special Assistant to the Director, Center for Substance Abuse Treatment and a senior advisor to, and member of, the management team for the Center. Before joining the commissioned corps of the Public Health Service, CAPT Rye worked as a social worker in Alabama first in a rural mental health center and then with poor clients in inner-city Birmingham. She joined the Public Health Service after receiving her Masters degree in Social Work planning and administration from the University of Alabama and has held a number of positions and special assignments during her career. The positions include work with detained refugees' health and mental health care delivery, geriatrics, HIV/AIDS, health care delivery to the medically underserved, and substance abuse treatment. In addition to her regular assignments, CAPT Rye served as a senior staff to the first President's Commission on HIV/AIDS and assisted in developing the Department's Healthy Start program to reduce infant mortality. CAPT Rye also received a law degree from George Washington University in 1988.

DAVID SATCHER, M.D., PH.D., ADM
Assistant Secretary for Health and
U.S. Surgeon General

Dr. David Satcher, a physician, scholar, and lifelong public health advocate, was sworn in on February 13, 1998 as the 16th Surgeon General of the United States and as Assistant Secretary for Health. Vice President Al Gore administered the oath of office to Dr. Satcher, 56, at a White House ceremony in the Oval Office with President Clinton.

Dr. Satcher served as Director of the Centers for Disease Control and Prevention (CDC) in Atlanta from November 15, 1993, until his swearing-in. As CDC Director, Dr. Satcher led the agency responsible for promoting health and preventing disease, injury, and premature death. CDC's eleven Centers, Institutes, and Offices work closely with local, state, and other federal agencies to protect the public health. During his tenure at CDC, Dr. Satcher spearheaded initiatives that increased childhood immunization rates to 78% in 1996 from 55% in 1992, upgraded the Nation's capability to respond to emerging infectious diseases, and laid the groundwork for a new Early Warning System to detect and prevent food-borne illnesses.

Under Dr. Satcher's direction, the CDC placed a greater emphasis on disease prevention. For example, the CDC's comprehensive breast and cervical cancer screening program increased from 18 to 50 states and the agency highlighted the importance of physical

activity and good health by encouraging Americans to become more physically active in the landmark Surgeon General's Report on Physical Activity and Health.

On July 23, 1997, at a White House ceremony celebrating the fact that vaccine-preventable childhood illnesses has fallen to the lowest level in American history, HHS Secretary Donna E. Shalala called Dr. Satcher one of the CDC's "immunization heroes," noting that "his own battle with childhood whooping cough inspired him to become a distinguished scientist, physician and public health leader." Dr. Satcher also served as Administrator of the Agency for Toxic Substances and Disease Registry (ATSDR), administering the HHS agency created by the Superfund law to prevent or mitigate adverse human health effects and diminished quality of life resulting from exposure to hazardous substances in the environment.

Dr. Satcher was President of Meharry Medical College from 1982 until he was named Director of CDC. Before joining Meharry, he served as professor and chairman of the Department of Community Medicine and Family Practice at the Morehouse School of Medicine in Atlanta.

Dr. Satcher is a former faculty member of the UCLA School of Medicine and the King/Drew Medical Center in Los Angeles. He developed and chaired King/Drew's Department of Family Medicine and from 1977-1979, served as the interim dean of the Charles R. Drew Postgraduate Medical School. He also directed the King/Drew Sickle Cell Center for six years.

He has received wide recognition during his career. In 1986, he was elected to the Institute of Medicine of the National Academy of Sciences for his leadership skills. Also that year, he was appointed to the Council of Graduate Medical Education, which reports to Congress and to the Secretary of Health and Human Services. The Council, which Dr. Satcher chaired until his CDC appointment, presented three reports to Congress and the Secretary dealing with physician manpower and the financing of medical education.

In 1996, Dr. Satcher received the prestigious Dr. Nathan B. Davis Award in the category of Executive Branch Member Serving by Presidential Appointment for outstanding public service to advance the public health.

Other awards he has received include the Watts Grassroots Award for Community Service in 1979, the National Conference of Christians and Jews Human Relations Award in 1985, *Ebony* Magazine's American Black Achievement Award in Business and the Professions in 1994, and the Breslow Award for Excellence in Public Health in 1995.

Most recently, Dr. Satcher received the James D. Bruce Memorial Award for distinguished contributions in preventive medicine from the American College of Physicians, the John Steams Award for Lifetime Achievement in Medicine from The New York Academy of Medicine, and the Surgeon General's Medallion for significant and noteworthy contributions to the health of the Nation.

A native of Alabama, Dr. Satcher graduated from Morehouse College in Atlanta in 1963 and was elected to Phi Beta Kappa. He received his M.D. and Ph.D. from Case Western University in 1970, with election to Alpha Omega Alpha Honor Medical Society.

STEPHEN SMITH

Chief Correspondent

American RadioWorks

1998-1999 Rosalynn Carter Fellow for Mental Health Journalism

Stephen Smith is Managing Editor of American RadioWorks, which produces long-form documentaries, series projects, and investigative reports for the public radio system. His credits include a wide range of domestic and international subjects. Documentary projects for NPR's All Things Considered and other programs have taken Smith to Cambodia, Bosnia, South Africa, Europe, and other international destinations. He also reports on diverse social and cultural issues across the United States. In addition, Smith is active in developing documentary journalism on the World Wide Web for news services such as MSNBC Interactive. Smith is the winner of numerous national journalism awards, including first-place honors from the Robert F. Kennedy, Major Armstrong, Scripps-Howard, Edward R. Murrow, and CPB Awards. In 1992-1993, Smith was a William Benton Fellow at the University of Chicago, where he earned a Master's degree in the Humanities. He was a 1997 Salzburg Seminar Fellow, studying implications for journalism of the Internet and new digital technologies.

LESLIE SOWERS GERBER

Director, Public Policy and Programs

Mental Health Association of Greater Houston

1997-1998 Rosalynn Carter Fellow for Mental Health Journalism

Leslie Sowers Gerber recently joined the staff of the Mental Health Association of Greater Houston as the director of public policy and programs. This change was a natural evolution of an interest in mental health policy, which she pursued as a reporter at the *Houston Chronicle* for 17 years. Her three-part series on children's mental health written as a Rosalynn Carter Fellow in Mental Health Journalism, earned numerous awards, including the Robert Morse Writer's Award from the American Psychiatric Association and an award from the National Mental Health Association.

GEORGE STRAIT

Medical Correspondent
ABCNEWS

ABCNEWS Medical Correspondent George Strait is recognized as an expert on health and science matters. Since 1983, Strait has been ABCNEWS' primary correspondent assigned to cover medical and health news. He contributes to *World News Tonight with Peter Jennings* and *Nightline* on such issues as health care reform, the medical/ethical concerns regarding the new technologies, and AIDS. He is also a member of numerous university and professional medical health societies.

Following the inauguration of President Clinton in January, 1993, Strait was named correspondent in charge of directing coverage of the health-care reform debate and Hillary Clinton's Task Force on health-care reform.

In 1995, for the second time, Strait received his industry's highest award, the Alfred I. duPont Award, for a ground-breaking series on women's health. In 1994, he led ABC's coverage of South Africa's transition to democracy. Besides covering the election of Nelson Mandela, he produced a series of reports on how health-care served as a metaphor for the success or failure of the new South African government.

In addition to receiving two Alfred I. duPont awards, Strait has received a Gold Medal Award from the National Association of Black Journalists, and a Blakeslee Award from the American Heart Association. He is President of ABCNEWS' Minority Advisory Board, co-anchored the ground-breaking ABCNEWS documentary *Black in America* in 1989, and was co-founder of the Association of Black Journalists (which has since grown to become the National Association of Black Journalists).

Strait is a frequent lecturer and writer on quality of care issues in the changing medical environment and the ethical challenges to journalism in the changing media environment. In 1986, Strait was in residence at the Harvard School of Public Health on an annual fellowship for science writers and has been a member of Directors of the Council of the Advancement for Science Writing.

Prior to his current assignment, Strait served as one of ABCNEWS' White House correspondents from January 1979 through February 1980. Strait joined ABCNEWS in November, 1977; before that he was the Washington correspondent for CBS News' owned and operated stations since March 1976. He began his broadcasting career with WQXI Radio in Atlanta in 1969. From 1970 to 1972 he was a producer, writer, film editor, and reporter for WQXI-TV. From 1972-1976 he was a reporter and anchor for WPVI-TV in Philadelphia.

A native of Boston, Strait graduated from Boston University with an A.B. in biology in 1967. He also completed an M.S. program in biochemical genetics at Atlanta University in 1969.

In 1996, Strait received Boston University's distinguished Alumnist Award for his career in journalism.

RICHARD SURLES, PH.D.

University Research Professor and Executive Director

The Center for State Health Policy of the Institute for Health Care, Health Care Policy and Aging Research

Rutgers, The State University of New Jersey

Member, The Carter Center Mental Health Task Force

Richard Surles, Ph.D., recently joined Rutgers, The State University of New Jersey, as University Research Professor and Executive Director of The Center for State Health Policy of the Institute for Health Care, Health Care Policy and Aging Research. In his capacity as Executive Director, he is responsible for the administration and programs of the Center, including developing alliances with the State legislature and the Executive branches of States government, as well as representatives of the private and non-profit sector. A primary feature of the center is the capacity to develop "quick" policy responses, policy analysis, and consultation to legislative and administrative departments in all areas of health care and health care finance.

Prior to joining the Center, Dr. Surles was Executive Vice President for National Operations and Chief Executive Office, Public Sector Services Division at Merit Behavioral Care Corporation from 1995-1998. While there, he directed medical services, clinical policies and practices, quality assurance activities, and clinical product development for all divisions of the company. He was also responsible for the company's state and local government contracts for Medicaid mental health and state-funded substance abuse.

Dr. Surles also has had a distinguished career in government. He was the Commissioner of the New York State Office of Mental Health, as well as a Member of the Governor's Cabinet from 1987 to 1994. Before his position in the New York State Government, Dr. Surles was the Administrator for the Office of Mental Health and Mental Retardation for the City and County of Philadelphia (1982 to 1987). He was also the Commissioner for the Vermont State Department of Mental Health from 1977 to 1982.

DAMON THOMPSON

*Director of Communications for the
Office of Public Health and Science and
Assistant Secretary for Health and the U.S. Surgeon General*

Damon Thompson serves as the Director of Communications for the HHS' Office of Public Health and Science (OPHS) and for Dr. David Satcher, the Assistant Secretary for Health and U.S. Surgeon General.

Prior to his arrival at OPHS in May 1996, Thompson served for nearly nine years as Press Secretary to U.S. Senator David Pryor of Arkansas. Thompson not only handled media relations for Sen. Pryor in his personal office, but also in his capacity as Chairman of the Senate Special Committee on Aging and also Chairman of the Senate Federal Affairs, Post Office and Civil Service Subcommittee.

Thompson received his Bachelor of Journalism Degree from the University of Missouri-Columbia in 1979. Before joining Pryor's office, he worked for nearly 10 years as a reporter in Washington D.C. and Arkansas for United Press International, *The Washington Times*, the *Arkansas Democrat-Gazette*, the *Pine Bluff (Ark.) Commercial*, and the *Columbia Missourian*.

CATHY TROST

*Director
Casey Journalism Center for Children and Families*

Cathy Trost is the director of the Casey Journalism Center for Children and Families. Prior to becoming director of the Center, she was a journalist for nearly 20 years. She came to the Center from the *Wall Street Journal's* Washington Bureau, where she worked as a reporter for nine years covering urban affairs and housing, labor and workforce issues, and children and family issues. Prior to that, she was a reporter for the Detroit Free Press and United Press International. She is the author of *Elements of Risk*, a book about the chemical industry published by Times Books in 1984. She is a past recipient of an Alicia Patterson Foundation journalism fellowship and currently serves on the Patterson Foundation's Board of Directors.

L.A. WINOKUR

Freelance Writer

1997-1998 Rosalynn Carter Fellow for Mental Health Journalism

L.A. Winokur is a freelance journalist and one of the five inaugural Carter Center Fellows in Mental Health Journalism. A veteran business journalist for Dow Jones & Co./ *The Wall Street Journal* in New York, Ms. Winokur has also been a stringer for *Newsweek's* Atlanta bureau and an Adjunct Professor of Journalism at Emory University. She is currently working on a book about mental health in the workplace.

CLARISSA K. WITTENBERG

Associate Director for Communications

Director of the Office of Communications and Public Liaison

National Institute of Mental Health

Clarissa K. Wittenberg is Associate Director for Communications and Director of the Office of Communications and Public Liaison, National Institute of Mental Health. Previously, she was Director of Communication for the National Institute of Child Health and Human Development including direction of the Back to Sleep campaign and the Milk Matters campaign. The Back to Sleep campaign had a major impact on reducing infant mortality. The Milk Matters campaign collaborated with the Milk Mustache Campaign and the Got Milk campaign. Ms. Wittenberg coordinated the release of the first and second years of the Federal Interagency Forum on Indicators of Childhood Wellbeing. She was Speechwriter for the Director of the National Cancer Institute and assisted the Office of the Surgeon General as well as liaison between the NCI, the scientists and the breast cancer advocates for the Long Island Breast Cancer Project Study. Ms. Wittenberg also served as a communications consultant for the European Organization for Research and Treatment of Cancer in Brussels.

REVISED

**Invitees to Focus Group Meeting on Key Messages
Surgeon General's Report on Mental Health
The Carter Center
Cyprus Room
July 22, 1999 10:00 a.m. – 4:00 p.m.**

Rosalynn Carter, Chair, The Carter Center Mental Health Task Force

GOVERNMENT INVITEES	
Name and Address	Phone/Fax/Email
Elaine Baldwin Chief, Public Affairs and Science Reports Branch Office of Communications and Public Liaison NIMH 6001 Executive Blvd., Room 8184 MSC 9663 Bethesda, MD 20892	Phone: 301-443-4536 Fax: 301-443-0008 Email: ebaldwin@nih.gov
Virginia Trotter Betts, MSN, JD, RN, SAAN Senior Advisor on Nursing and Policy Office of Public Health and Science, Office of the Secretary 200 Independence Ave, S.W. Suite 727H Washington, DC 20201	Phone: 202-401-8084 Fax: 202-690-4631 Email: vbetts@osophs.dhhs.gov

<p>Amy Boone Summer Intern/University of California at San Diego Office of Public Health and Science Office of the Secretary 200 Independence Ave, S.W. Suite 727H Washington, DC 20201</p>	<p>Phone: 202-260-7835 Fax: 202-690-4631 Email: Aboone@osophs.dhhs.gov</p>
<p>Thomas H. Bornemann, Ed.D., RADM Deputy Director Center for Mental Health Services SAMHSA 5600 Fishers Lane, Room 17-99 Rockville, MD 20857</p>	<p>Phone: 301-443-0001 Fax: 301-443-1563</p>
<p>Kathleen Gardner Cravedi Deputy Director Office of Communications and Public Liaison National Library of Medicine National Institutes of Health 8600 Rockville Pike, 2W-12 Bethesda, MD 20894</p>	<p>Phone: 301-496-6308 Fax: 301-496-4450 Email: kcravedi@nlm.nih.gov</p>
<p>Michael Greenwell Communications Coordinator National Center for Chronic Disease Prevention and Health Promotion 4770 Buford Highway, N.E., MSK-40 Atlanta, GA 30341-3734</p>	<p>Phone: 770-488-5706 Fax: 770-488-5962</p>
<p>Steven Hyman, M.D. Director, National Institute of Mental Health 6001 Executive Blvd., Room 8235 MSC – 9669 Bethesda, MD 20892-9669</p>	<p>Phone: 301-443-3673 Fax: 301-443-2578</p>

<p>Patricia Rye, J.D., MSW, CAPT Managing Editor Surgeon General's Report on Mental Health Center for Mental Health Services SAMHSA 5600 Fishers Lane Parklawn Building, Room 15-77 Rockville, MD 20857</p>	<p>Phone: 301-443-3689 Fax: 301-443-0737 Email: prye@ngmsmtp.samhsa.gov</p>
<p>David Satcher, M.D., Ph.D., ADM Assistant Secretary for Health and Surgeon General Office of the Secretary HH Building, Room 716G 200 Independence Avenue, S.W. Washington, DC 20201</p>	<p>Phone: 202-690-7394 Or 301-443-4000 Fax: 301-443-3574</p>
<p>Damon Thompson Communications Director Office of Public Health and Science 200 Independence Avenue, S.W. Suite 725H Washington, DC 20201</p>	<p>Phone: 202-205-1842 Fax: 202-690-4631 Email: dthompson@osophs.dhhs.gov</p>
<p>Clarissa Wittenberg Associate Director of Communications Director, Office of Communications and Public Liaison NIMH 6001 Executive Boulevard Room 8184, MSC 9663 Bethesda, MD 20892</p>	<p>Phone: 301-443-7857 Fax: 301-443-0008 Email: wittenbc@exchange.nih.gov</p>

NON-GOVERNMENTAL INVITEES

<p>Tom Bryant, M.D., J.D. Chairman Non-Profit Management Associates, Inc. 1555 Connecticut Avenue, N.W. Suite 200 Washington, DC 20036</p>	<p>Phone: 202-462-9600 Fax: 202-462-9043</p>
<p>Andy Burness Burness Communications 7910 Woodmont Ave, #1340 Bethesda, MD 20814</p>	<p>Phone: 301-652-1558 Fax: 301-654-1589 Email: aburness@burnessc.com</p>
<p>Rosalynn Carter Chair The Carter Center Mental Health Task Force One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5100 Fax: 404-331-0283</p>
<p>Louise Cook Senior Program Associate, Communications Collaborative Center for Child Well-Being 750 Commerce Drive Suite 400 Decatur, GA 30030</p>	<p>Phone: 404-590-1404 Fax: 404-371-9098 Email: lcook@taskforce.org</p>
<p>Lisa Davis Associate Communications Director AARP 601 E Street, N.W. Washington, DC 20049</p>	<p>Phone: 202-434-2500 Fax: 202-434-2525</p>
<p>Susan Dubuque President Marketing Strategy, Inc. 214 N. Jefferson St. Suite 600 Richmond, VA 23220</p>	<p>Phone: 804-783-8140 Fax: 804-783-0098 Email: VIP2MSI@aol.com</p>

<p>Lei Ellingson, M.P.P. Assistant Director The Carter Center Mental Health Program One Copenhill Atlanta, GA 30308</p>	<p>Phone: 404-420-5164 Fax: 404-420-5158 Email: lelling@emory.edu</p>
<p>Mary Jane England, M.D. President Washington Business Group on Health 777 North Capitol Street, N.E. Suite 800 Washington, DC 20002</p>	<p>Phone: 202-408-9320 Fax: 202-408-9332 Email: england@wbgh.com</p>
<p>Robert Epstein, Ph.D. Editor-in-Chief <i>Psychology Today Magazine</i> 933 Woodlake Drive Cardiff by the Sea, CA 92007-1024</p>	<p>Phone: 760-436-4400 Fax: 760-436-4490 Email: Repstein@post.harvard.edu</p>
<p>Laurie Garduque, Ph.D. Senior Program Officer The John D. and Catherine T. MacArthur Foundation 140 Dearborn Street Suite 1300 Chicago, IL 60603-5285</p>	<p>Phone: 312-726-8000 Fax: 312-917-0330 Email: lgarduqu@macfdn.org</p>
<p>John Gates, Ph.D. Director of Programs Collaborative Center for Child Well-Being 750 Commerce Drive Suite 400 Decatur, GA 30030</p>	<p>Phone: 404-592-1404 Fax: 404-371-9098 Email: jgates@taskforce.org</p>
<p>George Gerbner, Ph.D. Dean Emeritus Bell Atlantic Professor of Telecommunication Temple University 234 Golfview Road Ardmore, PA 19003</p>	<p>Phone/Fax: 610-642-3061 Email: ggerbner@nimbus.ocis.temple.edu</p>

<p>Howard Goldman, M.D., Ph.D. Scientific Editor Surgeon General's Report on Mental Health and Co-Director Institute of Psychiatry and Human Behavior University of Maryland School of Medicine Baltimore, MD 21201</p>	<p>Phone: 301-983-1671 Fax: 410-706-0022</p>
<p>Jessie Gruman, Ph.D. Executive Director Center for the Advancement of Health 2000 Florida Avenue, NW Suite 210 Washington, DC 20009</p>	<p>Phone: 202-387-2829 (Ext. 106) Fax: 202-387-2857 Email: jgruman@cfah.org</p>
<p>Noel Gunther Vice President, Program Productions WETACOM 2775 S. Quincy Street Arlington, VA 22206</p>	<p>Phone: 703-998-3290 Fax: 703-998-3401 (<i>Call first</i>) Email: ngunther@weta.com</p>
<p>Carrie Harmon Director, Public Information The Carter Center One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5107 Fax: 404-420-5145 Email: charmon@emory.edu</p>
<p>John Head Editorial Associate <i>The Atlanta Constitution</i> PO Box 4689 Atlanta, GA 30302</p>	<p>Phone: 404-526-5434 Fax: 404-526-5610 Email: jhead@ajc.com</p>
<p>Nessa Horewitch The Carter Center Mental Health Program One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5165 Fax: 404-420-5158 Email: nessa-h@excite.com</p>

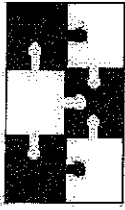
<p>Celinda Lake President and Founder Lake Snell Perry & Associates, Inc. 1726 M Street, NW Suite 500 Washington, DC 20036</p>	<p>Phone: 202-776-9066 Fax: 202-776-9074 Email: info@lakesnellperry.com</p>
<p>Bob Meyers President National Press Foundation 1211 Connecticut Avenue, NW Suite 310 Washington, DC 20036</p>	<p>Phone: 202-721-9100 Fax: 202-530-2855 Direct line: 202-721-9101 Email: bob@natpress.org Webpage: www.natpress.org</p>
<p>Jack Nelson Chief Washington Correspondent <i>Los Angeles Times</i> Washington Bureau 1875 I Street, NW Suite 1100 Washington, DC 20006-5482</p>	<p>Phone: 202-861-9217 Fax: 202-887-1963</p>
<p>Richard O'Connor, Ph.D. Northwest Center for Family Service and Mental Health PO Box 153 Lakeville, CT 06039</p>	<p>Phone: 860-435-0585 Fax: 860-435-8084 Email: undoing@li.com</p>
<p>Jody Powell Powell Tate 700 13th Street, NW Suite 1000 Washington, DC 20005</p>	<p>Phone: 202-434-8500 Fax: 202-638-0695</p>
<p>Lynne Randolph Program Administrative Assistant The Carter Center Mental Health Program One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5166 Fax: 404-420-5158 Email: lrando1@emory.edu</p>

<p>The Honorable Robert D. Ray Former Governor, State of Iowa Chairman of the Board Drake University 300 Walnut Street, Suite 807 Des Moines, IA 50309</p>	<p>Phone: 515-246-1649 Fax: 515-246-1587</p>
<p>Dan Rutz Senior Medical Correspondent CNN 1 CNN Center Post Office Box 105366 Atlanta, GA 30348</p>	<p>Phone: 404-827-1306 Fax: 404-827-5115 Email: dan.rutz@turner.com</p>
<p>Stephen Smith Chief Correspondent American RadioWorks Minnesota Public Radio 45 East Seventh Street St. Paul, MN 55101-2274</p>	<p>Phone: 651-290-1504 Fax: 651-290-1224 Email: ssmith@mpr.org</p>
<p>Leslie Sowers Gerber Director Public Policy and Programs Mental Health Assoc. of Greater Houston 2211 Norfolk, Suite 810 Houston, TX 77098</p>	<p>Phone: 713-523-8963 Fax: 713-522-0698 Email: Llsg@swbell.net</p>
<p>Emily Stinson Graduate Intern/UNC-Chapel Hill The Carter Center Mental Health Program One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5169 Fax: 404-420-5158 Email: Emilystinson@hotmail.com</p>
<p>George Strait ABC Correspondent 6728 Michaels Drive Bethesda, MD 20817</p>	<p>Phone: 202-222-7270 Fax: 202-22-6070 Email: straitg@abc.com (until mid-July) Medcore@aol.com (after mid-July)</p>

<p>Richard Surlles, Ph.D. Executive Director, Center for State Health Policy Institute for Health, Health Care Policy and Aging Research Rutgers University 303 George St., Suite 304 New Brunswick, NJ 08903</p>	<p>Phone: 732-932-3105 Fax: 732-932-1253 Email: rsurles@ihhpar39.rutgers.edu</p>
<p>Cathy Trost Director Casey Journalism Center for Children and Families 8701B Adelphi Road Adelphi, MD 20783</p>	<p>Phone: 301-445-5633 Fax: 301-445-9659 Email: ctrost@casey.umd.edu</p>
<p>Leslie Winokur Freelance Writer 5157 Windorf Drive Westerville, OH 43081</p>	<p>Phone: 614-899-1623 Fax: 614-899-2195 Email: lawinokur@aol.com</p>

G:\intermmh\nessajuly22.packet.lst.doc

7/15/99 11:04 AM



LAKE SNELL PERRY
& ASSOCIATES, INC

TO: The Carter Center

FROM: Celinda Lake, Alysia Snell, Dawn Hoffman
Lake Snell Perry & Associates

RE: Summary of Research Findings¹

DATE: July 22, 1999

Throughout this research project we were struck with how much people knew about mental illness, how many respondents had been personally affected, and how much voters believed any family could be affected. Many respondents recognize the problem of America's mentally ill and view it as a problem that has heretofore been unaddressed. Still, for many, mental disorders refer to "others" not themselves and actual knowledge about treatment is vague.

Voters are unfamiliar with the role the Surgeon General plays and where the report fits in. Key components of this report will resonate with the public if couched in easily understandable terms and language brought to bear by credible spokespeople, besides the Surgeon General himself. The Surgeon General is a starting point but not necessarily an acceptable advocacy leader to the public, instead they would most likely listen to a mental health professional.

The public is unfamiliar with the many complexities of mental illness, including existing diagnosable disorders and treatment options. They are aware that they too carry stigmas with regards to the mentally ill due to their own lack of knowledge and worry about the effect of stigma on families' reactions to problems. The public must be reached through straightforward, unified language. Throughout this campaign, people must be reached by

¹Lake Snell Perry & Associates conducted five focus groups for The Carter Center and The MacArthur Foundation June 15-16, 1999. These groups consisted of one group of white women, one group of African Americans, and one group of Hispanic men in Chicago, Illinois; one group of Hispanic women and one group of white men in Pasadena, California.

These groups were followed by a survey which reached 1000 adults aged 18 and older nationwide. The survey was conducted between July 1-5, 1999. The margin of error for this survey is +/- 3.1 percent.

a single definition of mental illness, a message that brings this problem to a personal level, one which brings the argument into our own homes.

Language:

The public uses mental health and mental illness interchangeably. Therefore, for the public outreach we do not need to make the distinction between the two. Either term is sufficient enough language to encompass the whole of the debate. People associate problems with both terms and do not readily volunteer an understanding of positive mental health. People of color link substance abuse and mental illness. Others are less likely to do so.

Focus group respondents react negatively towards phrases such as emotional disorders, which many perceive as lessening the debate and detracting from the seriousness of the illness. Men see emotional disorders as circumstances that can be controlled by individuals themselves, not as real disorders. They make a delineation between those illnesses which are severe and those conditions you have once and a while or seem more "emotional". Several focus group participants equate emotional disorders with children and self-esteem problems. People are also disturbed by the phrase emotionally disturbed which they associate with "erratic" behavior. Some voters already worry about images of violence and mental illness. Language which reinforces this association is dangerous. Descriptions of "chronic" illnesses frighten individuals with fears that little or nothing can be done to treat them. The term "disability" evokes more sympathy among participants, but also raises images of abuse. Additionally, voters are totally confused by the term somatic and are unfamiliar with the term. We recommend that it is least confusing to the public to stick with one definition of the problem, the most neutral being "mental illness".

Participants also respond to facts which bring the magnitude of the problem home to them -- one in five Americans are affected by mental disorder, 44 million American adults experience a mental disorder each year, 13.7 million American children experience a mental disorder each year, by 2020 major depression is projected to be the second leading cause of disease burden, and nearly half of all Americans experience an episode of mental illness at some time in their lives. These facts are effective because they illustrate the point that it can happen to anyone.

Messages:

Messages that personalize the battle to treat mental illness, arguments reinforcing the fact that mental illness affects everybody, arguments surrounding the stigmatization of mental illness, and arguments that place mental illness in the realm of physical illnesses resonate the best among focus group participants and among the public. Bringing this home to voters and personalizing the issue is better than complicated scientific or structural

arguments. Arguments geared towards cost, statements overloaded with hefty statistics, arguments surrounding kinds of treatment, and arguments with difficult language such as the difference between "somatic" and "mental" test less well among focus group participants.

Fundamental to Health Message: "Mental health is fundamental to the health of all people and must be of concern to all people. At all levels, mental disorders can affect school performance, employment, physical health, family structure, housing and quality of life. However, stigma continues to shadow people with mental disorders and their families and is one of the many reasons behind bias, distrust, fear, embarrassment, or avoidance. There are myths around mental health and mental illness that they are not real and cannot be cured. Mental illnesses are real and we need to destigmatize this illness so people can get the care they need and families can get help to deal with these problems."

This message and the use of "stigma" language is the most popular tested between the focus groups and the questionnaire. People can empathize with the descriptions of myth and discrimination, because they admit to harboring many fears and stereotypes of the mentally ill themselves. Participants admit that they need more information on the subject of mental health. People digest what they receive from the media, pictures of the mentally ill as criminals or the homeless, individuals unaware of their surroundings. Although many recognize depression and similar disorders as mental illness, the face of the mentally ill is still often a frightening realization for many Americans. This brings it home. Thus, focus group participants recognize the need to combat stigma so people can get the help they need without shame. People also react to language that mental health is fundamental to the health of **all** people.

Chicago Female-- "I like the way they said that it affects everything. If you have children, it affects the parents. The parents it affects the marriage..."

Chicago Female-- "A lot of times when I read about these crimes, I always think about mental illness. I think you would have to be mentally ill to have done that."

Pasadena Male-- "Well it's true, a lot of people don't want to admit they are mentally sick and so therefore the last statement you said, we need to get rid of that. I guess its putting people in a class. And people don't like that. They'd rather be treated but, we don't want to say what we're being treated for."

Hispanic Male— "I'm telling you it affected everybody. It affects everybody's life. Neighbors have to go out of their way for you. People have to do things for people with mental illness..."

This message is also the most powerful argument tested among survey respondents. A majority of Americans (53 percent) find this message very convincing, another 32 percent find it somewhat convincing. Groups most likely to find this argument very convincing include women (60 percent very convincing), Democrats (58 percent), Democratic women (65 percent), Independent women (61 percent), young Democrats (61 percent), widows (64 percent), separated/divorced individuals (59 percent), unmarried women (65 percent), African Americans (58 percent), the unemployed (58 percent), and households with incomes between \$50,000 and \$75,000 (58 percent) and under \$15,000 (60 percent).

Mental and Physical Illness Message: "Mental health is an invaluable component of leading a balanced life. Mental illness interferes with an individual's ability to cope and lead a meaningful life. Mental illnesses are a set of diseases like other physical illnesses and must be given the same priority as other medical illnesses so that people are able to lead productive lives and enjoy a good quality of life. All of society will benefit when we work to prevent, treat, and care for mental disorders just like we do other serious physical illnesses."

Language comparing and linking mental illnesses to physical illnesses is extremely popular among both focus group and survey participants. Comparing mental illness to existing, diagnosable physical diseases solidifies arguments because all people understand the importance of physical health to their daily lives. This language also levels the playing field for the battle for mental health care. To respondents mental health means balance and they like the use of the word "balanced" to describe mental health. Voters, however, do not like the specific analogy to cancer which they believe is a more deadly and pervasive disease.

Chicago Female -- "They showed that is more or less as common as cancer. Everybody is so concerned with getting cancer in our country. You read about it every day almost. To put it in that light that it is as common as possibly getting cancer...Just to show how common it can be."

Chicago Female-- "I think it was pretty convincing because of the fact that it mentioned it should be treated like any other medical illness. It is a medical illness. I think that is part of the problem. People think of cancer and ulcers and broken arms over here and mental illness over here. No, it's all one, and yes, it can be treated."

Overall, 51 percent of voters find a message comparing mental to physical illness very convincing. Adults who find this message convincing tend to be women (59 percent very convincing), older women (63 percent), non-college educated women (62 percent), older non-college educated voters (57 percent), African Americans (60 percent), white women (59 percent), retired women (63 percent), homemakers (76 percent), and residents in the East North Central and East South Central states (58 percent and 60 percent respectively).

One in Five Message: A message which says mental disorders affect us all tests well in the focus groups.

"Mental disorders affect many Americans. At least one in five Americans are affected by a mental disorder. 44 million American adults and 13.7 million children experience a mental disorder each year. This is a problem that affects us all – our families, our friends, our neighbors, and our co-workers. Such an extensive problem that might well affect half the people in this room cannot be overlooked. We need to provide our families the help they need when they need it."

There are several pieces of this message that resonate with focus group participants. Providing "families" with the help they need personalizes the argument for many individuals, coupled with the fact that one in five Americans are affected by a mental disorder. This argument seems to be a sobering realization for participants that mental illness affects everyone and one day may affect their own families, bringing the dilemma closer to home. Women were particularly supportive of this message.

Chicago female-- "[I]t was more or less that there are family mental problems out there and they do need help."

Chicago female-- "[T]he part about half the people in the room. It makes you really think about it. It's a lot of people involved and that it needs to be addressed."

Hispanic Male— “The fact that mental illness can touch anybody at any time.”

When a similar message was tested in the survey we found support high.

"Mental disorders affect many Americans. At least one in five Americans are affected by a mental disorder. 44 million adults experience a mental disorder each year. This is a problem that affects us all – our families, our friends, our neighbors, and our co-workers. Such an extensive problem that may affect nearly half Americans at some point in their lives cannot be overlooked. Mental illness can affect anyone, anytime, and it is a fundamental health concern for all of our families."

This message was worded in two ways, one espousing the effects of mental illness on many Americans and one espousing the effects of mental illness on many Americans, including children. Both messages were equally popular, although the language excluding children was slightly more convincing to respondents (48 percent very convincing without children, 44 percent very convincing with children). When the statement about children is used, the largest drops in support occur among seniors, respondents ages 30-39, married fathers, individuals in the South Atlantic region, Hispanics, and older non-college graduates. Overall, 83 percent of combined responses find this argument at least somewhat convincing.

Differences emerge between genders, with 51 percent of women finding the overall language of the argument very convincing compared to only 41 percent of men. The argument's biggest supporters are women (51 percent very convincing), individuals under 30 (51 percent), young non-college grads (51 percent), Democratic women (51 percent), Independent women (58 percent), young Democrats (51 percent), unmarried women (58 percent), young blacks (51 percent), black Democrats (57 percent), unmarried blacks (63 percent), and unmarried mothers (60 percent).

Cost Message: "Mental illness costs us money. The direct costs of mental health services for treatment and rehabilitation in the U.S. in 1996 totaled \$69 billion dollars which represents 7 percent of the total health care spending. The indirect costs of mental illness through lost productivity at the workplace, school and home due to premature disability were estimated in 1990 at \$78 billion. This is too large of a problem to ignore."

Arguments surrounding cost did not test well among either focus group respondents or the general public, although some respondents do wonder who

is going to pay for it. People are less concerned with numbers, believing a price tag cannot be placed on a person's health. Furthermore, people are unsure what these costs entail. The only individuals struck by this argument are men, and they are concerned that the expense is the result of fraud and other abuses of the system. The only concerns others have regarding costs are those expenses incurred to the individual seeking treatment, the high price of medication and therapy and the failure of most insurance plans to cover these costs. Thus, for these individuals, cost is a factor of individual accessibility.

African-American male– “I say most of it is fraud.”

Hispanic Male– “That is a lot of wasted money. That is too much money.”

Chicago Female– “I didn't think money would be the buzz word. I think we're most affected by the repercussions and the effects of mental illness in this country. The pocketbook is not the issue, we feel.”

Similarly, only 34 percent of survey respondents find this argument very convincing. Seventy-five percent overall find the argument at least somewhat convincing. Adults age 40 to 49 (41 percent very convincing), older women (39 percent), non-college women (40 percent), Democrats (40 percent), Democratic women (44 percent), Independent women (39 percent), African Americans (45 percent), and residents in the South Atlantic (41 percent) are most likely to find this message convincing.

Treatment Message: “Effective treatments exist for the majority of mental disorders and we are finding new treatments all of the time. More and more effective treatments to combat mental illness and mental disorders are being developed each year and people with almost any form of illness can now get treatment that makes a difference. Mental illnesses can be treated effectively with either medication or therapy, with sometimes the most effective treatment combining the two. Appropriate treatment can alleviate the symptoms of mental illness, enabling people to manage the troubling aspects of their illness and improve the quality of their lives.”

Treatment arguments are less intense among both focus group participants and questionnaire respondents. Focus on treatment is less useful than focus on illness and raises questions among respondents. There is some concern

that since you cannot measure mental illness, it will be difficult to treat and prove. They are more skeptical that some will use it as an excuse. Several respondents find this argument to be vague, wondering what treatments people undergo and how effective these treatments really are. People ultimately decide to leave the discussion and decisions on treatment to health professionals.

In the survey, only 28 percent of survey respondents find this argument very convincing, 36 percent when you add the language of giving individuals more choices. Adults who find this message convincing include women (38 percent very convincing), seniors (39 percent), older women (43 percent), non-college educated women (40 percent), younger African Americans (40 percent), retired women (38 percent), homemakers (47 percent), and residents in East South Central states (40 percent).

THE
CARTER CENTER



Stop now!

**Statement of Objectives
Focus Group Meeting on the
Surgeon General's Report on Mental Health
The Carter Center
Thursday, July 22, 1999**

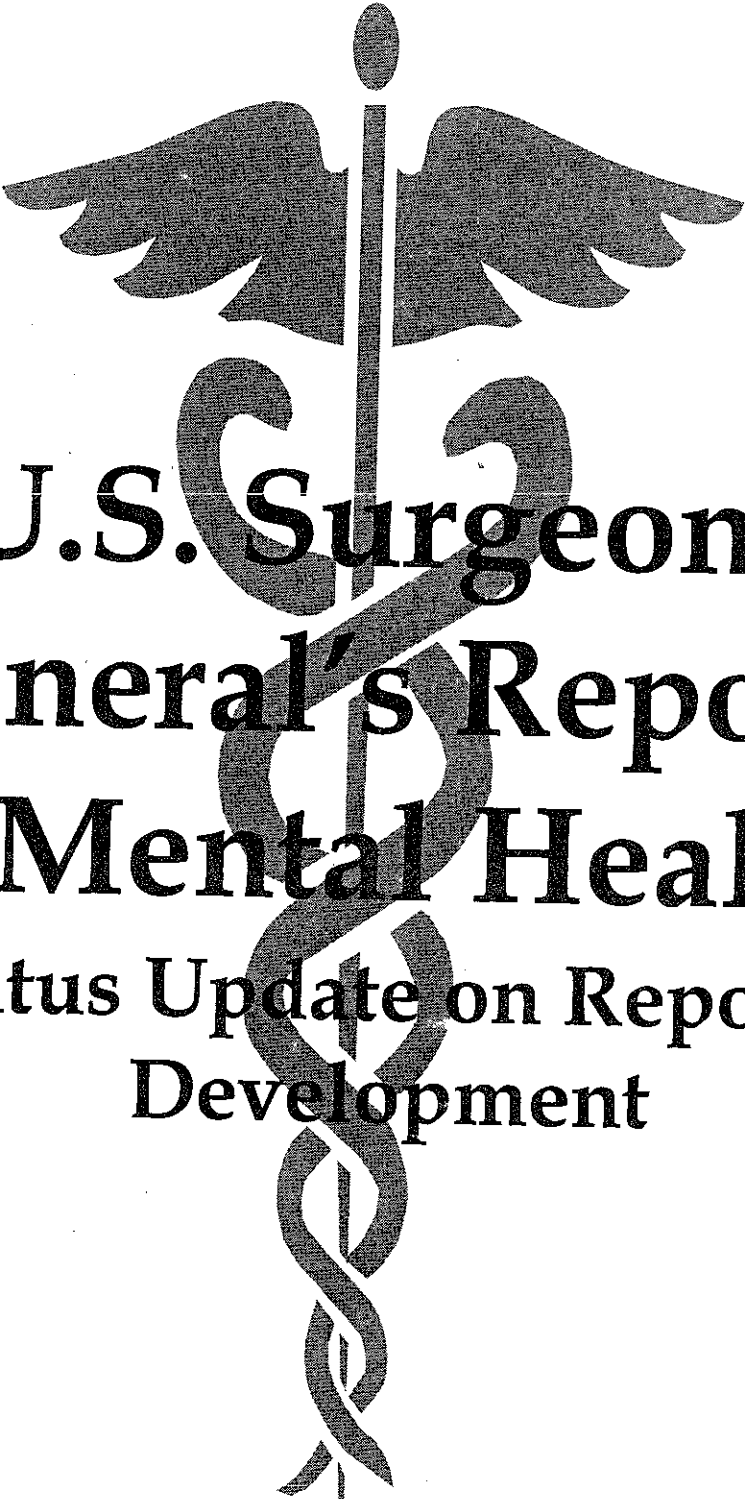
Thank you for participating in the focus group meeting on the Surgeon General's Report on Mental Health and the media to be held Thursday, July 22nd at The Carter Center in Atlanta, Georgia. In late 1999, U.S. Surgeon General David Satcher will issue the first comprehensive report from a Surgeon General to the public on the topic of mental health. The Carter Center has a long-standing interest in mental health and supports a fellowship program for mental health journalism. This special interest led The Carter Center to seek your advice as an expert in media, public relations, mental health, and/or media policy on **how best to build a long-term strategy for integrating the information to be released in the Surgeon General's Report on Mental Health into various public media forums.** Brief background information on the Report is attached and more detail will be provided during the meeting.

A recent report from the World Health Organization predicts that by the year 2020, depression will be second largest cause of disability in the world. Given this, it is critical to alert the public to new scientific discoveries which are making mental illnesses increasingly treatable, and evaluation studies that clearly support the effectiveness of service delivery strategies. **The public must get this information in a way that encourages treatment seeking and reduces the stigma often associated with mental disorders.** We look forward to hearing your ideas to assist us in this task.

*Wholeness
rehab
Cult
Int'l*

Please consider the following:

1. What are the various audiences to which the information should be targeted?
2. What sorts of information and/or messages should be geared to each audience?
3. What outlets and strategies should be used to disseminate the information?



**U.S. Surgeon
General's Report
on Mental Health**

**Status Update on Report
Development**

U.S. Surgeon General's Report on Mental Health Status Update on Report Development

1. Importance of Surgeon General's Reports

- Science-based reports to the nation
- "Bully Pulpit" for national discussion of critical public health issues
- Historical impact of reports on public health issues such as smoking
- Messages have implications for individuals, families, communities, as well as state and national leaders

2. Key Features

- Interagency Federal collaboration
- Input from broad array of stakeholders
- Emphasis on scientific evidence
- Document is a report to the general public

3. Mental health is

a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people and the ability to adapt to change and to cope with adversity.

4. Mental Functions

- Thinking, mood, and behavior are mediated by the brain

5. Mental disorders

are disorders of mental function, characterized by alterations in thinking, mood, or behavior.

6. Mental illness is

the term that refers collectively to all diagnosable mental disorders.

7. Mental health problems are

signs and symptoms of mental disorders with insufficient intensity or duration to meet the criteria for any mental disorder.

8. Mental Health: A Concern for All of Us

- Estimated 44 million American adults experience a mental disorder each year
- Estimated 13.7 million American children experience a diagnosable disorder each year
- At all levels of severity, mental and emotional disorders can affect school performance, employment, physical health, family structure, housing, and quality of life

9. A Growing Global Concern

- In 1990, 5 of the 10 leading causes of disability worldwide were psychiatric conditions (World Health Organization, Global Burden of Disease Estimates)

10. A Growing Global Concern

- By the year 2020, major depression is projected to be the second leading cause of disease burden worldwide--as measured in disability adjusted life years (World Health Organization, Global Burden of Disease Estimates)

11. Mental Health Throughout the Life Cycle: *A Public Health Approach*

- Developmental focus on mental health needs of children, adults, and elderly
- Examination of specific disorders and treatment approaches at each phase of life cycle
- Focus on risk and protective factors to help promote mental health among all age groups and cultures

12. Focus on Certain Conditions

- Depression across the life cycle
- ADHD and Conduct Disorders
- Schizophrenia, other mood and anxiety disorders, including co-occurring substance abuse
- Alzheimer's, dementia, and bereavement

18. Status of Report Development

- Report commissioned by HHS Secretary on September 30, 1997
- Contribution stage completed
- Peer review completed
- Revisions now in progress
- Early Federal review in progress
- Planning Board met in March 98 and June 99
- Projected release Fall 1999 or early 2000

19. Table of Contents

- Introduction
- Mental Health: “A Concern for Everyone”
Mental Illness and Its Impact in the U.S.
- Mental Health in Children
- Mental Health in Adults
- Mental Health in the Elderly
- Organizing and Financing Mental Health Services
- Privacy and Confidentiality
- Future Opportunities

20. Likely Messages

- Mental Health is fundamental to overall health and well-being
- Mental Health is a concern for everyone not only the people seriously affected and their families
- Mental disorders are illnesses similar to somatic disorders in most ways
- Science has advanced our understanding of the causes of mental illness as well as the behavioral and sociocultural impact of mental disorders
- There is a gap between what science recommends and usual practices
- Effective services are available in a range of settings and can be tailored to individual preferences
- Many barriers exist to service access, including stigma, discrimination, and a limited supply of providers

21. Tipper Gore Speaks Out On Stigma and Mental Illness

“There’s no shame in getting help”

22. Stigma

- Stigma persists undiminished since 1950 in spite of improved public knowledge
- Stigma interferes with the health of the public by limiting help seeking
- Stigma has serious public health implications; suicide is one of the leading causes of death across the life cycle
- Stigma affects access to treatment and other societal resources

23. Dispelling Stigma

- Mental disorders are real, mediated by the brain and understood through integrative neuroscience and psychology
- Mental disorders are simultaneously psychological and physical
- Efficacious treatments are available for virtually every mental disorder
- Recovery is possible

24. Access to Services

- More than half those with severe disorders do not use services
- There is a substantial gap between recommended and received treatment
- Service system fragmentation creates barriers to access
- Differences in financing between health and mental health services persist

25. The Hope of the Surgeon General's Report on Mental Health

Surgeon General David Satcher speaking out on mental health will go far toward improving public understanding of mental health and illness, dispelling stigma, and raising awareness that **mental health is fundamental to overall public health and well-being.**

Surgeon General's Report on Mental Health Table of Contents

- Chapter 1: Introduction and Main Messages
- Chapter 2: The Fundamentals of Mental Health and Mental Illness
- Chapter 3: Children and Mental Health
- Chapter 4: Adults and Mental Health
- Chapter 5: Older Adults and Mental Health
- Chapter 6: Organizing and Financing Mental Health Services
- Chapter 7: Confidentiality of Mental Health Information: Ethical, Legal and Policy Issues
- Chapter 8: Future Opportunities

REPORT OF THE SURGEON GENERAL ON MENTAL HEALTH

The Secretary of the Department of Health and Human Services, the Surgeon General of the United States and the Administrator of the Substance Abuse and Mental Health Services Administration (SAMHSA) are pleased to announce the development of a Surgeon General's Report on Mental Health. The SAMHSA Center for Mental Health Services (CMHS) will lead development of the Report for the Surgeon General in partnership with the National Institute of Mental Health (NIMH), National Institutes of Health. The Report was officially commissioned on September 30, 1997.

This effort represents the first Surgeon General's Report to focus exclusively on mental health. The previous reports of the Surgeon General are well established as landmark publications on selected topic areas. Important examples include the Smoking and Health series, and the Report on Physical Activity and Health, developed by the Centers for Disease Control and released during the 1996 Summer Olympics in Atlanta, Georgia.

The Surgeon General's Report on Mental Health (official title to be determined) will be a comprehensive public health document focusing on leading edge scientific and clinical knowledge and advances as practically applied to the determinants of mental health and mental illness. This knowledge will be the basis for recommending approaches for promoting mental health and preventing mental illness and/or providing state-of-the-art clinical interventions for ameliorating mental illness across the life cycle. These approaches will be discussed for application at the individual, community and provider levels. The audience for the report will be the general public.

In order to raise public awareness of the important role of mental health in our everyday lives, the Report will provide information to help individuals attend to individual, family and community emotional, mental and social well-being. The Report will illustrate the similarities between mental health and physical health, the value of prompt and appropriate treatment intervention, the positive consequences expected from intervention and the growing consumer involvement in the recovery process.

The Report will also include a view of knowledge gained in recent years from research on the brain, behavior, diagnosis, prevention, treatment, and services. Special sections will focus on policy related topics which affect the field of mental health including parity and the changing service environment, and confidentiality and the appropriate use of mental health information.

CMHS and NIMH will engage a number of participants from diverse backgrounds and organizations in various stages of development of the Report. Information regarding the Report of the Surgeon General on Mental Health may be accessed through the Knowledge Exchange Network at <http://www.mentalhealth.org/> For further information contact: CAPT Patricia A. Rye, JD, MSW, Managing Editor, Center for Mental Health Services, SAMHSA, 5600 Fishers Lane, Rm. 15-77, Rockville, MD 20857.

FINAL

**Invitees to Focus Group Meeting on Key Messages
Surgeon General's Report on Mental Health
The Carter Center
Cyprus Room
July 22, 1999 10:00 a.m. – 4:00 p.m.**

Rosalynn Carter, Chair, The Carter Center Mental Health Task Force

GOVERNMENT INVITEES	
Name and Address	Phone/Fax/Email
Elaine Baldwin Chief, Public Affairs and Science Reports Branch Office of Communications and Public Liaison NIMH 6001 Executive Blvd., Room 8184 MSC 9663 Bethesda, MD 20892	Phone: 301-443-4536 Fax: 301-443-0008 Email: ebaldwin@nih.gov
Virginia Trotter Betts, MSN, JD, RN, SAAN Senior Advisor on Nursing and Policy Office of Public Health and Science, Office of the Secretary 200 Independence Ave, S.W. Suite 727H Washington, DC 20201	Phone: 202-401-8084 Fax: 202-690-4631 Email: vbetts@osophs.dhhs.gov

<p>Amy Boone Summer Intern/University of California at San Diego Office of Public Health and Science Office of the Secretary 200 Independence Ave, S.W. Suite 727H Washington, DC 20201</p>	<p>Phone: 202-260-7835 Fax: 202-690-4631 Email: Aboone@osophs.dhhs.gov</p>
<p>Thomas H. Bornemann, Ed.D., RADM Deputy Director Center for Mental Health Services SAMHSA 5600 Fishers Lane, Room 17-99 Rockville, MD 20857</p>	<p>Phone: 301-443-0001 Fax: 301-443-1563</p>
<p>Kathleen Gardner Cravedi Deputy Director Office of Communications and Public Liaison National Library of Medicine National Institutes of Health 8600 Rockville Pike, 2W-12 Bethesda, MD 20894</p>	<p>Phone: 301-496-6308 Fax: 301-496-4450 Email: kcravedi@nlm.nih.gov</p>
<p>Michael Greenwell Communications Coordinator National Center for Chronic Disease Prevention and Health Promotion 4770 Buford Highway, N.E., MSK-40 Atlanta, GA 30341-3734</p>	<p>Phone: 770-488-5706 Fax: 770-488-5962</p>
<p>Steven Hyman, M.D. Director, National Institute of Mental Health 6001 Executive Blvd., Room 8235 MSC – 9669 Bethesda, MD 20892-9669</p>	<p>Phone: 301-443-3673 Fax: 301-443-2578</p>

<p>Patricia Rye, J.D., MSW, CAPT Managing Editor Surgeon General's Report on Mental Health Center for Mental Health Services SAMHSA 5600 Fishers Lane Parklawn Building, Room 15-77 Rockville, MD 20857</p>	<p>Phone: 301-443-3689 Fax: 301-443-0737 Email: prye@ngmsmtp.samhsa.gov</p>
<p>David Satcher, M.D., Ph.D., ADM Assistant Secretary for Health and Surgeon General Office of the Secretary HH Building, Room 716G 200 Independence Avenue, S.W. Washington, DC 20201</p>	<p>Phone: 202-690-7394 Or 301-443-4000 Fax: 301-443-3574</p>
<p>Damon Thompson Communications Director Office of Public Health and Science 200 Independence Avenue, S.W. Suite 725H Washington, DC 20201</p>	<p>Phone: 202-205-1842 Fax: 202-690-4631 Email: dthompson@osophs.dhhs.gov</p>
<p>Clarissa Wittenberg Associate Director of Communications Director, Office of Communications and Public Liaison NIMH 6001 Executive Boulevard Room 8184, MSC 9663 Bethesda, MD 20892</p>	<p>Phone: 301-443-7857 Fax: 301-443-0008 Email: wittenbc@exchange.nih.gov</p>

NON-GOVERNMENTAL INVITEES

<p>Tom Bryant, M.D., J.D. Chairman Non-Profit Management Associates, Inc. 1555 Connecticut Avenue, N.W. Suite 200 Washington, DC 20036</p>	<p>Phone: 202-462-9600 Fax: 202-462-9043</p>
<p>Andy Burness Burness Communications 7910 Woodmont Ave, #1340 Bethesda, MD 20814</p>	<p>Phone: 301-652-1558 Fax: 301-654-1589 Email: aburness@burnessc.com</p>
<p>Rosalynn Carter Chair The Carter Center Mental Health Task Force One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5100 Fax: 404-331-0283</p>
<p>Louise Cook Senior Program Associate, Communications Collaborative Center for Child Well-Being 750 Commerce Drive Suite 400 Decatur, GA 30030</p>	<p>Phone: 404-590-1404 Fax: 404-371-9098 Email: lcook@taskforce.org</p>
<p>Lisa Davis Associate Communications Director AARP 601 E Street, N.W. Washington, DC 20049</p>	<p>Phone: 202-434-2500 Fax: 202-434-2525</p>
<p>Susan Dubuque President Marketing Strategy, Inc. 214 N. Jefferson St. Suite 600 Richmond, VA 23220</p>	<p>Phone: 804-783-8140 Fax: 804-783-0098 Email: VIP2MSI@aol.com</p>

<p>Lei Ellingson, M.P.P. Assistant Director The Carter Center Mental Health Program One Copenhill Atlanta, GA 30308</p>	<p>Phone: 404-420-5164 Fax: 404-420-5158 Email: lelling@emory.edu</p>
<p>Mary Jane England, M.D. President Washington Business Group on Health 777 North Capitol Street, N.E. Suite 800 Washington, DC 20002</p>	<p>Phone: 202-408-9320 Fax: 202-408-9332 Email: england@wbgh.com</p>
<p>Robert Epstein, Ph.D. Editor-in-Chief <i>Psychology Today Magazine</i> 933 Woodlake Drive Cardiff by the Sea, CA 92007-1024</p>	<p>Phone: 760-436-4400 Fax: 760-436-4490 Email: Repstein@post.harvard.edu</p>
<p>Laurie Garduque, Ph.D. Senior Program Officer The John D. and Catherine T. MacArthur Foundation 140 Dearborn Street Suite 1300 Chicago, IL 60603-5285</p>	<p>Phone: 312-726-8000 Fax: 312-917-0330 Email: lgarduqu@macfdn.org</p>
<p>John Gates, Ph.D. Director of Programs Collaborative Center for Child Well-Being 750 Commerce Drive Suite 400 Decatur, GA 30030</p>	<p>Phone: 404-592-1404 Fax: 404-371-9098 Email: jgates@taskforce.org</p>
<p>George Gerbner, Ph.D. Dean Emeritus Bell Atlantic Professor of Telecommunication Temple University 234 Golfview Road Ardmore, PA 19003</p>	<p>Phone/Fax: 610-642-3061 Email: ggerbner@nimbus.ocis.temple.edu</p>

<p>Howard Goldman, M.D., Ph.D. Scientific Editor Surgeon General's Report on Mental Health and Co-Director Institute of Psychiatry and Human Behavior University of Maryland School of Medicine Baltimore, MD 21201</p>	<p>Phone: 301-983-1671 Fax: 410-706-0022</p>
<p>Jessie Gruman, Ph.D. Executive Director Center for the Advancement of Health 2000 Florida Avenue, NW Suite 210 Washington, DC 20009</p>	<p>Phone: 202-387-2829 (Ext. 106) Fax: 202-387-2857 Email: jgruman@cfah.org</p>
<p>Noel Gunther Vice President, Program Productions WETACOM 2775 S. Quincy Street Arlington, VA 22206</p>	<p>Phone: 703-998-3290 Fax: 703-998-3401 (<i>Call first</i>) Email: ngunther@weta.com</p>
<p>Carrie Harmon Director, Public Information The Carter Center One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5107 Fax: 404-420-5145 Email: charmon@emory.edu</p>
<p>John Head Editorial Associate <i>The Atlanta Constitution</i> PO Box 4689 Atlanta, GA 30302</p>	<p>Phone: 404-526-5434 Fax: 404-526-5610 Email: jhead@ajc.com</p>
<p>Nessa Horewitch The Carter Center Mental Health Program One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5165 Fax: 404-420-5158 Email: nessa-h@excite.com</p>

<p>Celinda Lake President and Founder Lake Snell Perry & Associates, Inc. 1726 M Street, NW Suite 500 Washington, DC 20036</p>	<p>Phone: 202-776-9066 Fax: 202-776-9074 Email: info@lakesnellperry.com</p>
<p>Judy Leon Powell Tate 700 13th Street, NW Suite 1000 Washington, DC 20005</p>	<p>Phone: 202-434-8579 Fax: 202-638-0695</p>
<p>Bob Meyers President National Press Foundation 1211 Connecticut Avenue, NW Suite 310 Washington, DC 20036</p>	<p>Phone: 202-721-9100 Fax: 202-530-2855 Direct line: 202-721-9101 Email: bob@natpress.org Webpage: www.natpress.org</p>
<p>Jack Nelson Chief Washington Correspondent <i>Los Angeles Times</i> Washington Bureau 1875 I Street, NW Suite 1100 Washington, DC 20006-5482</p>	<p>Phone: 202-861-9217 Fax: 202-887-1963</p>
<p>Richard O'Connor, Ph.D. Northwest Center for Family Service and Mental Health PO Box 153 Lakeville, CT 06039</p>	<p>Phone: 860-435-0585 Fax: 860-435-8084 Email: undoing@li.com</p>
<p>Lynne Randolph Program Administrative Assistant The Carter Center Mental Health Program One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5166 Fax: 404-420-5158 Email: lrandol@emory.edu</p>

<p>The Honorable Robert D. Ray Former Governor, State of Iowa Chairman of the Board Drake University 300 Walnut Street, Suite 807 Des Moines, IA 50309</p>	<p>Phone: 515-246-1649 Fax: 515-246-1587</p>
<p>Dan Rutz Senior Medical Correspondent CNN 1 CNN Center Post Office Box 105366 Atlanta, GA 30348</p>	<p>Phone: 404-827-1306 Fax: 404-827-5115 Email: dan.rutz@turner.com</p>
<p>Stephen Smith Chief Correspondent American RadioWorks Minnesota Public Radio 45 East Seventh Street St. Paul, MN 55101-2274</p>	<p>Phone: 651-290-1504 Fax: 651-290-1224 Email: ssmith@mpr.org</p>
<p>Leslie Sowers Gerber Director Public Policy and Programs Mental Health Assoc. of Greater Houston 2211 Norfolk, Suite 810 Houston, TX 77098</p>	<p>Phone: 713-523-8963 Fax: 713-522-0698 Email: Llsg@swbell.net</p>
<p>Emily Stinson Graduate Intern/UNC-Chapel Hill The Carter Center Mental Health Program One Copenhill Atlanta, GA 30307</p>	<p>Phone: 404-420-5169 Fax: 404-420-5158 Email: Emilystinson@hotmail.com</p>
<p>George Strait ABC Correspondent 6728 Michaels Drive Bethesda, MD 20817</p>	<p>Phone: 202-222-7270 Fax: 202-22-6070 Email: straitg@abc.com (until mid-July) Medcore@aol.com (after mid-July)</p>

<p>Richard Surles, Ph.D. Executive Director, Center for State Health Policy Institute for Health, Health Care Policy and Aging Research Rutgers University 303 George St., Suite 304 New Brunswick, NJ 08903</p>	<p>Phone: 732-932-3105 Fax: 732-932-1253 Email: rsurles@ihhpcpar39.rutgers.edu</p>
<p>Cathy Trost Director Casey Journalism Center for Children and Families 8701B Adelphi Road Adelphi, MD 20783</p>	<p>Phone: 301-445-5633 Fax: 301-445-9659 Email: ctrost@casey.umd.edu</p>
<p>Leslie Winokur Freelance Writer 5157 Windorf Drive Westerville, OH 43081</p>	<p>Phone: 614-899-1623 Fax: 614-899-2195 Email: lawinokur@aol.com</p>

G:\internmh\nessa\july22.packet.lst.doc

7/21/99 4:06 PM

THE
CARTER CENTER



SURGEON GENERAL'S REPORT ON MENTAL HEALTH
FOCUS GROUP MEETING
JULY 22, 1999
10:00 A.M. – 4:00 P.M.

PLEASE NOTE

WE HAVE ARRANGED FOR THE WYNDHAM HOTEL VAN
AND THE CARTER CENTER VAN
TO TAKE YOU TO THE CARTER CENTER THE MORNING OF JULY 22ND

PLEASE BE OUTSIDE THE LOBBY PROMPTLY AT 9:30 A.M.

CONTINENTAL BREAKFAST WILL BE SERVED

FOR THOSE OF YOU STAYING OVER FOR THE
SYMPOSIUM PLANNING MEETING ON JULY 23RD
THE CARTER CENTER VAN WILL PICK YOU UP.

PLEASE BE OUTSIDE THE LOBBY PROMPTLY AT 8:00 A.M.

CONTINENTAL BREAKFAST WILL BE SERVED

Risks of meeting

- ① How to convey
 - ② What up against
-

Avoids ref to
new medicine

Avoid controversy

~~Survey reports~~

~~or "focus group"
effects of info -
over time~~

THE
CARTER CENTER



Agenda
Surgeon General's Report on Mental Health
The Carter Center
Thursday, July 22, 1999
10:00 a.m. – 4:00 p.m.

- 9:15 a.m. ***Continental Breakfast***
- 10:00 a.m. ***Welcoming Remarks***
 John Gates, Ph.D., Former Director,
 The Carter Center Mental Health Program
- 10:05 a.m. ***Opening of the Meeting***
 Rosalynn Carter, Chair,
 The Carter Center Mental Health Task Force
- 10:10 a.m. ***Introduction***
 David Satcher, M.D., Ph.D., U.S. Surgeon General,
 Assistant Secretary for Health
- 10:25 a.m. ***Review meeting objectives***
 John Gates, Ph.D.
- 10:30 a.m. ***The Research Perspective***
 Steven Hyman, M.D., Director,
 National Institute of Mental Health
- 10:45 a.m. ***The Service Perspective***
 Thomas Bornemann, Ed.D., Deputy Director,
 Center for Mental Health Services, SAMHSA
- 11:00 a.m. ***Scientific Editor, Surgeon General's Report on Mental Health***
 Howard Goldman, M.D., Ph.D.
- 11:30 a.m. ***Focus Group and Survey Results***
 Celinda Lake,
 Lake Snell Perry & Assoc., Inc.
- 12:00 p.m. ***Break***

- 12:15 p.m. ***Working Lunch***
Q&A - Discussion
- 2:40 p.m. ***Break***
- 2:50 p.m. ***Q&A – Discussion Continues***
- 3:40 p.m. ***Summative Remarks***
David Satcher, M.D., Ph.D.
- 3:55 p.m. ***Closing Remarks/Adjournment***
Rosalynn Carter